

VOLUME 68

MARCH, 1922

NUMBER 6

THE INLAND PRINTER



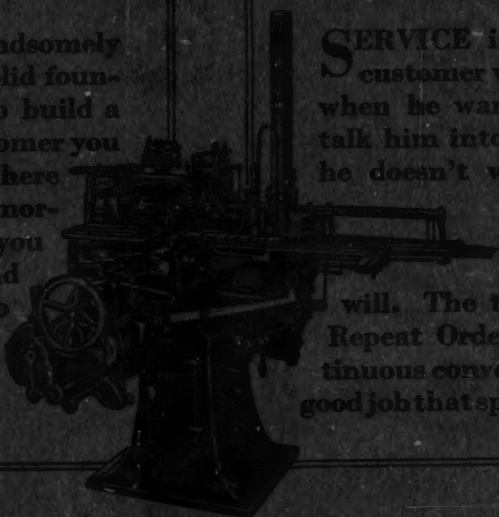
THE LEADING
BUSINESS & TECHNICAL JOURNAL
OF THE WORLD IN THE
PRINTING & ALLIED
INDUSTRIES

PRICE 40 CENTS

PUBLISHED BY THE INLAND PRINTER COMPANY, CHICAGO, ILLINOIS

Linked to the Monotype are Quality and Service

QUANTITY pays handsomely—it is the only solid foundation on which to build a business. The customer you get by low prices is here today and gone tomorrow; the customer you get by Service and Quality is bound to you—he is one of the assets of your business.



SERVICE is giving the customer what he wants when he wants it—if you talk him into taking what he doesn't want you are wasting your time and losing his goodwill. The talk that gets Repeat Orders is the continuous conversation of the good job that speaks for itself.

The word Monotype means much more than the name of a machine—it includes a complete system of composing room efficiency based on the work of the Monotype both as a Composing machine and as a Type and Rule caster.

The Barrett

Adding, Listing and Calculating Machines are made in the Monotype factory and sold by the Monotype Company. The Monotype is built with the precision of a railroad watch—and the Barrett is Monotype-made. Think what Monotype Quality and Monotype Service will mean to the purchaser of a Barrett. The Barrett is Portable, Noiseless, Proves the Work—and PRINTS the Proof.

LANSTON MONOTYPE MACHINE CO.

The Monotype

The Barrett

PHILADELPHIA

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

Monotype Company of California: SAN FRANCISCO



Service in Paper

IT is no unusual thing to find the average business house using a great many varied watermarked bonds in their organization. That this condition is undesirable, is evident. How much better it would be for any organization to standardize their stationery and office forms on one high-grade bond and thus do away with the confusion often resulting from forms of different colors and watermarks. Any manufacturer can assure himself of maximum satisfaction by having his printing done on Lakeside Bond.

LAKE SIDE BOND

To the printer, such a stabilization would prove even more beneficial. How simple it would be to handle all of this customer's work and how easily competition could be discouraged.

The ideal bond would naturally be Lakeside. Not only because Lakeside would prove always satisfactory, but because it is carried in over 190 various sizes, weights and colors, because it has a clear White color and possesses a snap and crackle found only in much more expensive papers.

We will gladly furnish you full sheets for testing or samples of letterheads on Lakeside Bond for your own conviction.

A Lakeside Job is a Job of Permanent Satisfaction.

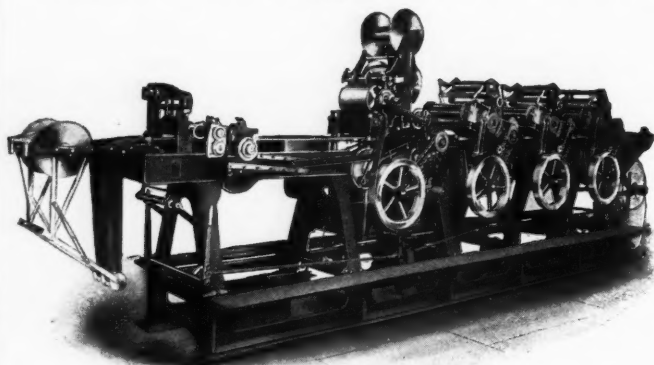
BRADNER SMITH & COMPANY

175 WEST MONROE STREET
CHICAGO ILLINOIS

Main 2060



Once Through the Press Completes the Job



This illustrates press assembled to print three colors on the face and one on the back of the stock with slitters, punch head and rewind.

The NEW ERA Multi-Process Press can be assembled to print in any number of colors on one or both sides of the stock.

A great variety of operations can be performed. Send us samples of your multi-color or difficult operation work and let us show you how economically they can be produced on the

NEW ERA MULTI-PROCESS PRESS

Built by

The New Era Manufacturing Company

Straight and Cedar Streets

Paterson, N. J.

YOU DO NOT FIGURE ON POOR ELECTROTYPES

Then, why take chances with them?

You base your estimates on plates of good quality, and the excessive cost of make-ready and loss of running time in the pressroom occasioned by inferior, thin-shelled electrotypes may represent the difference between profit and loss to you. Command the skill, intelligence and careful workmanship of our efficient organization—give your pressroom a chance to equal in practice the anticipation of your estimator.

Dinse, Page & Company

725 S. La Salle St., Chicago

Tel. Harrison 7185

The INLAND PRINTER

Vol. 68, No. 6

HARRY HILLMAN, Editor

March, 1922

Published Monthly by

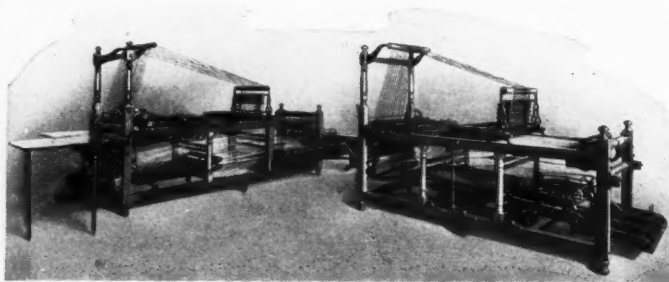
THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A.

New York Advertising Office, 41 Park Row

TERMS—United States, \$4 a year in advance; single copy, 40c. Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



The HICKOK Dual L Ruling Machine

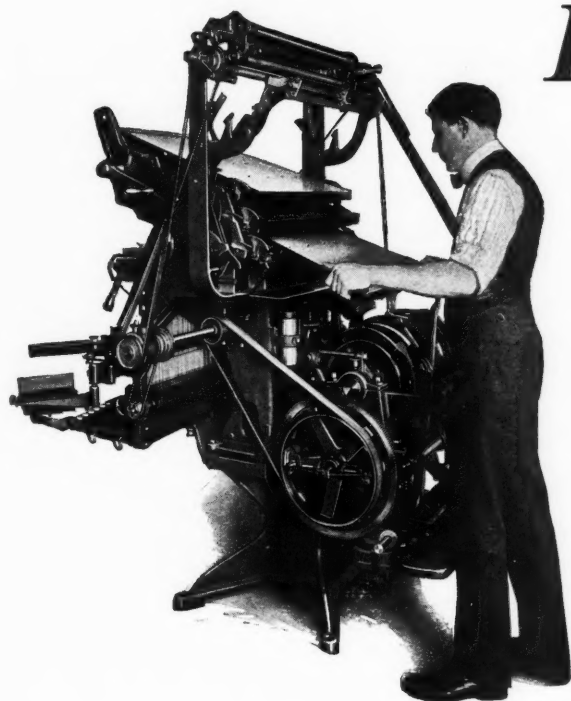
will rule both faint and down lines on one side of the sheet at one operation, thereby saving about 75% in time over the single machine. This machine has become most popular as a job machine, as all up-to-date shops are equipped with one or more. Guaranteed to do perfect work.

THE W. O. HICKOK MFG. CO. Established 1844 Harrisburg, Pa., U. S. A.

3rd Reason

WHY the INTERTYPE IS "The *Better* Machine"

This is the third of a series of practical talks on Intertype construction. More will follow. Watch for them!



Flexibility!

The man in the picture is removing the third or bottom magazine from a Model C three-magazine Intertype.

Whether that magazine contains 5-point or large display matrices, it can be used with equal ease on another Model C (as the first, second, or third magazine), or on a Model B or Model A.

Note particularly that the middle and bottom magazines are changed as easily as the top one.

Also that all Intertype mold caps—regular, recessed, advertising figure, and head-letter—are freely interchangeable on the standard mold bodies.

All of which means that *any Intertype is your head-letter machine, any Intertype is your display machine, any Intertype is your fast machine for "straight matter."* All are always available in emergencies for any particular work which the occasion may demand.

"Intertype" stands for
Interchangeable typesetting machines

INTERTYPE CORPORATION

General Offices, 807 Terminal Building, BROOKLYN, N. Y.

550 Rand McNally Building, CHICAGO
303 Glaslyn Building, MEMPHIS

306 Aronson Building, SAN FRANCISCO
Canadian Agents, Toronto Type Foundry Co., Ltd.

It is a Real Multiple Magazine Machine

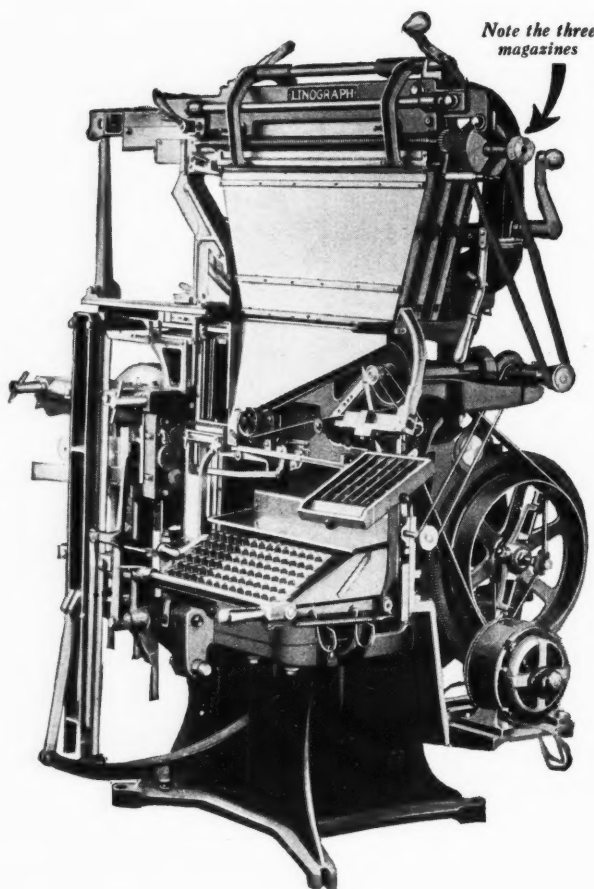
ADVANTAGES OF THE LINOGRAPH

Convenience and Economy

YOU can equip your Composing Room with a Model 3 Linograph and as many magazines and matrix faces as your work requires. You can start with one magazine and add others as fast as required.

It is a complete machine all the time and the addition of another magazine does not in any way change the mechanism which is all there all the time.

It only takes three seconds to shift from one magazine to another on the Model 3 Linograph. All three magazines can be taken off and three others put on in less than one minute.



*The Linograph is the machine you want.
Write for "Answers to Your Questions."*

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

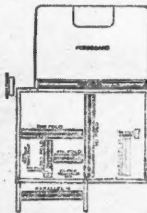
The Linograph Way is the Easiest Way

Over 10,000 Sets of These Miniature Folds Are in Use—Have You Your Set?



IMPOSITIONS, FOLDING INSTRUCTIONS AND GRIPPER AND GUIDE EDGES for the DEXTER STANDARD JOBBING FOLDER

Extra copies of these thirteen sample folds will be given to operators, layout men, stenographers and all others interested in the product of standard jobbing folding machines.



Copies of the booklet entitled "An Analysis of the Product of Dexter Standard Jobbing Folder" which gives all details regarding sheet sizes and mechanical specifications will be sent on request.

Two thousand miniature samples for the 179-A Dexter Standard Jobbing Folder in this envelope should be used co-operatively by the layout men, stenographers, pressmen, bindery foremen and operators in order to eliminate errors and loss of time, and by stenographers in familiarizing themselves with the product of standard folding equipment. Those printed on White paper fold on the back machine, those on Red paper require the parallel 16 attachment, and those on Blue paper the parallel 13 attachment.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York
Folders, Cross Continuous Feeders, Dexter Pile Feeders, Inserting, Covering and Wire-Stitching Machines

Over three years of use among printers and advertisers has proven the value of this set of Miniature Standard Folds for the Dexter Standardized Jobbing Folder.

Get your salesmen, layout men, stone men and bindery operators sets of these miniature folds for the Dexter Standardized Jobbing Folder.

The use of these folds makes for economy not only in the Bindery, but also in the Press Room. They are all adapted to work and turn forms without tumbling

the sheet, and in many cases cut the presswork in half.

A careful analysis of folding requirements made by this company shows that approximately 98% of booklet, catalog and house organ folding comes within these thirteen standard folds.

Send for your set today.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

*Folders Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters,
Kast Stitcher Feeders and Wire-Stitching Folders*

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO



Royal Men Work

And Their Skill Is *Inimitable*

Every electrotpe they turn out is looked upon as a Royal advertisement. One job well done brings another; and satisfied customers tell their friends about Royal.

So well do our men understand *the principle* of giving full-measure service that we have been compelled to add 6400 square feet to provide extra facilities for production.

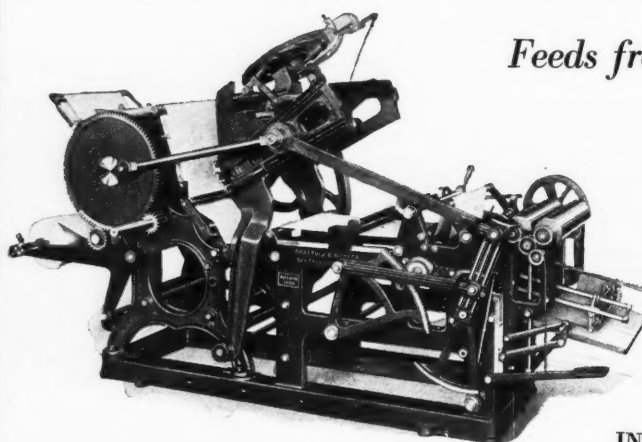
Royal Electrotpe Company
Philadelphia

Folders
Folder Feeders
Press Feeders
Wire Stitcher Feeders
Cutters
Roll Feed Job Presses
Gathering Machines
Covering Machines
Round Hole Cutters
Pneumatic Appliances
Bundling Presses
Slip-Sheet Separators
Sheet Varnishers
Tipping Machines
Ruling Machines
Ruling Machine Feeders
Press Slitters
Etc.



Good Reliable Service

Investigate!



Feeds from the Roll!

Perforates,
 Punches,
 Slits,
 Cuts into sheets,
 or, Rewinds.

Can be made to
 Print in two colors,
 Back up form,
 Collate duplicates

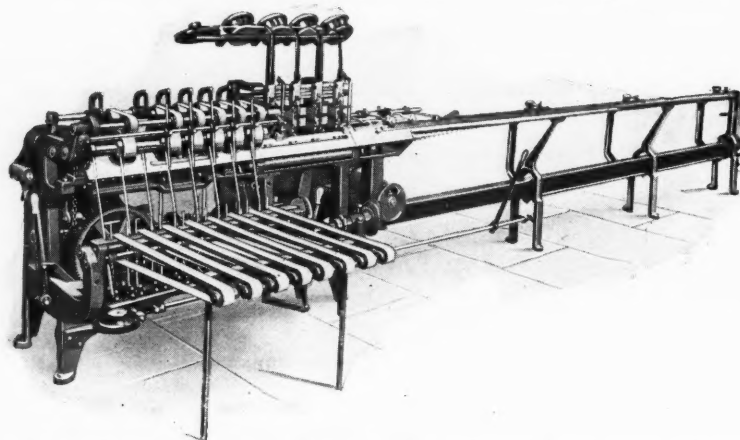
IN ONE OPERATION

The SHATTUCK & BICKFORD ROLL FEED EQUIPMENT

in conjunction with the standard C. & P. Jobbing Press, thus
 placing your jobbing work on the High Production Basis.
 Complete details cheerfully furnished.

CHRISTENSEN STITCHER FEEDER NEW DESIGN

Mechanical Balance High Speed Easy Adjustments



This latest type Stitcher Feeder is backed by over fifteen years' stitcher
 feeder experience. Mechanically balanced, permitting 140 to 600 staples
 per minute with only one feeding operation, inserting signatures direct on
 the machine.

GEORGE R. SWART & CO., Inc.

Printers' and Bookbinders' Machinery

PRINTING CRAFTS BLDG.
 34th St. and Eighth Ave.
 NEW YORK

TRANSPORTATION BLDG.
 608 So. Dearborn St.
 CHICAGO

CHAMBERS KING CONTINUOUS FEEDER

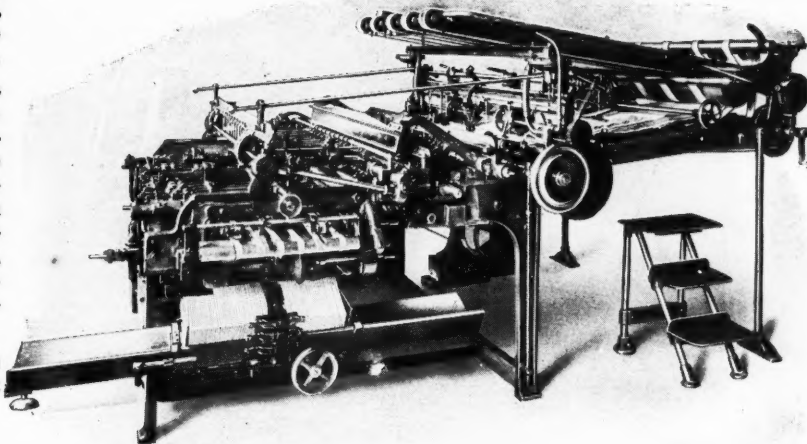
Attached to Chambers Double 16—32 Insert Folder

King Continuous Combing Feeders have been improved, simplified and developed to the highest state of efficiency.

Control feature operates pneumatically, insuring instant and simultaneous action of different parts of the machine, *obviating* the complicated mechanism common to strictly mechanical feeders such as gears, rods, cranks, levers and cams, requiring continuous adjustments.

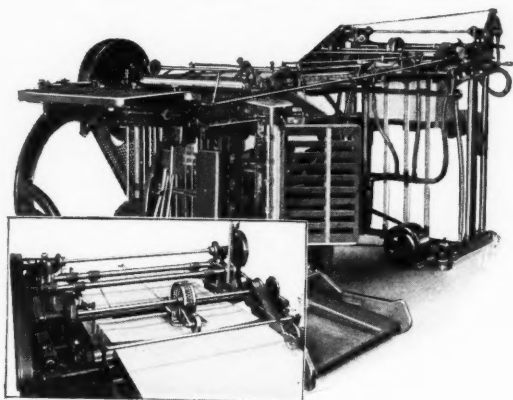
Recent installations made in some of America's finest plants.

Investigate and learn why.



FROHN PILE FEEDER

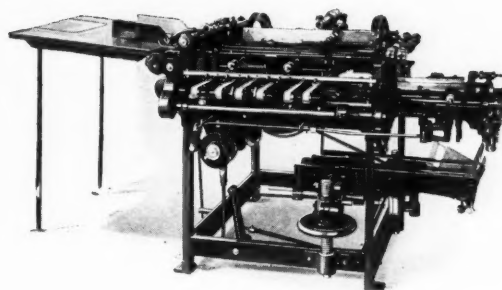
attached to Cleveland Folder



No speed is *too fast* for the FROHN FEEDER—feeding small sheets up to 12,000 an hour. Let us furnish list of users together with *Photo-static testimonial exhibit*. Built by the *originators* of this type feeder.

G. R. S. BOOK and PAMPHLET FOLDER

Model Jobber 28



Benefited by years of experience, we have produced a *Model Jobbing Folder*, superior in design and wonderfully built. *Scientifically geared* to get an even distribution of power, reducing friction and strain, permitting speed and reducing upkeep.

Sole Agents in United States and Canada for

CHAMBERS BROS., Philadelphia, Pa. (Folding and Feeding Machinery)

L. J. FROHN CO., Brooklyn, N.Y. (Simplex Pile Feeders, Disc Ruling Machines)

Sole Eastern Agents for

CHRISTENSEN MACHINE CO., Racine, Wis. (Wire Stitcher Feeders)

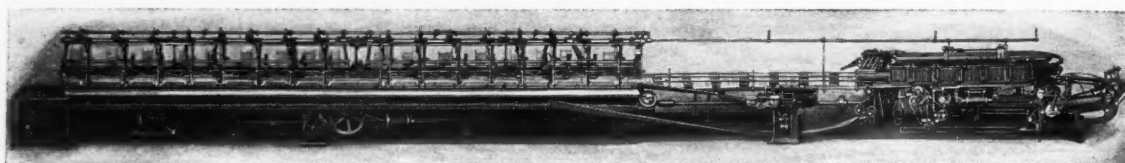
BERRY MACHINE CO., St. Louis, Mo. (Round Hole Cutters and Pneumatic Appliances)

SHATTUCK & BICKFORD, Inc., San Francisco, Cal. (Roll Feed Job Presses)

JUENGST

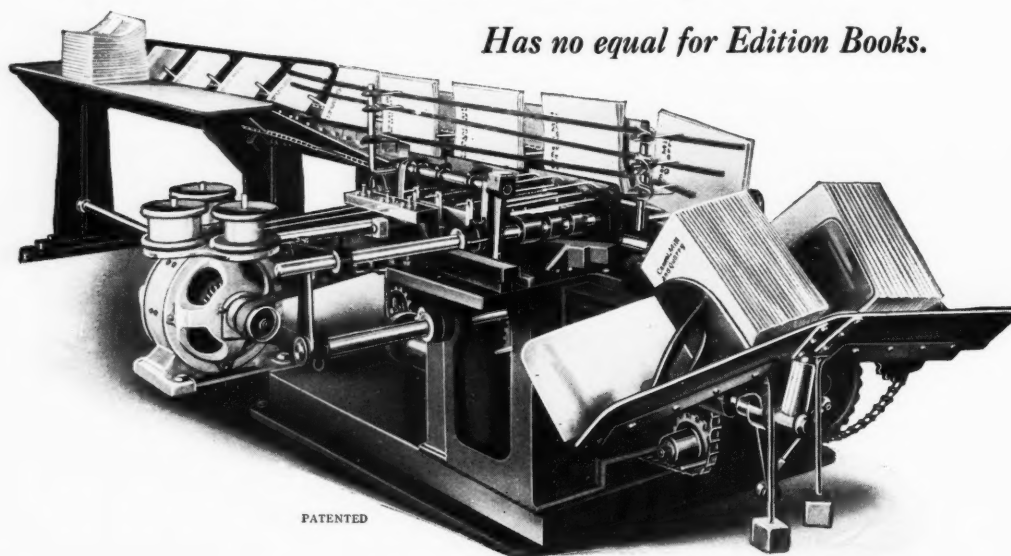
Gatherer, Stitcher and Coverer

THE ONLY MACHINE that will Gather, Jog, Stitch
and Cover Books all while in Continuous Motion



Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books.

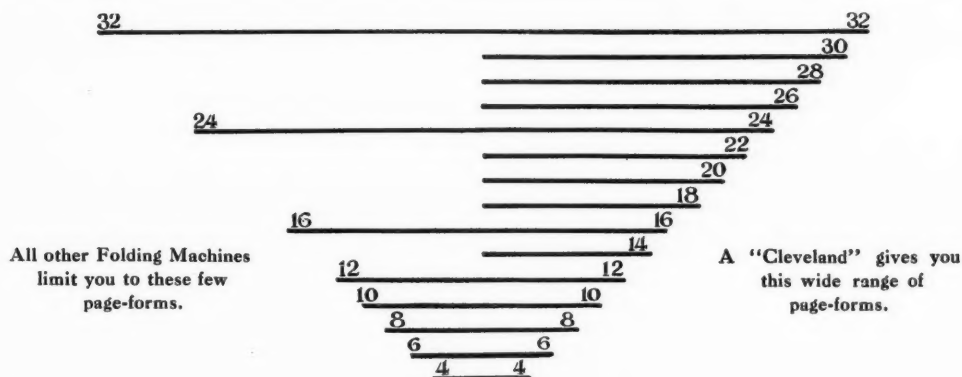


Juengst Continuous Side Stitcher

The only stitcher that will drive 1, 2, 3 or 4 staples without stopping the book.
Built as a separate unit, with feed table and delivery.

Let Us Solve Your Bindery Troubles
and give you accurate books, better books, and more books, at less cost.

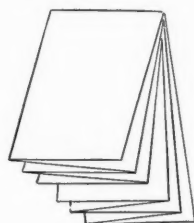
AMERICAN ASSEMBLING MACHINE CO., Inc.
416 N. Y. World Building, New York City



What Should Determine the Number of Pages?

10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
E	E	A	(This side up)																			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
Guide (cut edge)																						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
Score																						
A (This side up)																						

Layout of
20-Page Right Angle
Saddle Stitch



A Distinctive
Cleveland Form

WHAT should determine the number of pages in a booklet, catalog, or folder? Cost? Length of copy? Size of type? Number and size of illustrations? Size of page? Mailing weight?

But, if after taking all these things into consideration, suppose you find that your customer can tell his message in a *more* interesting, readable, artistic, and economical manner by using only twenty pages—*then* what determines the number of pages?

Surely, your customer will not appreciate being told that he must cut copy and illustrations to fit a sixteen-page form. And if you base your estimate on a twenty-four-page form, including four unnecessary pages, you may lose the job to some printer who uses Cleveland Folding Machines, because *that* printer can produce a twenty-page booklet.

Now is the time to consider seriously the purchase of a Cleveland Folding Machine. A tremendous volume of Direct Mail Advertising will be placed this year with those printers who can produce *high grade* printed matter at *reasonable* prices. And a Cleveland, more than any other piece of equipment in your plant, will enable you to meet *both* requirements.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

NEW YORK: Aeolian Building

CHICAGO: 532 S. Clark Street

BOSTON: 101 Milk Street

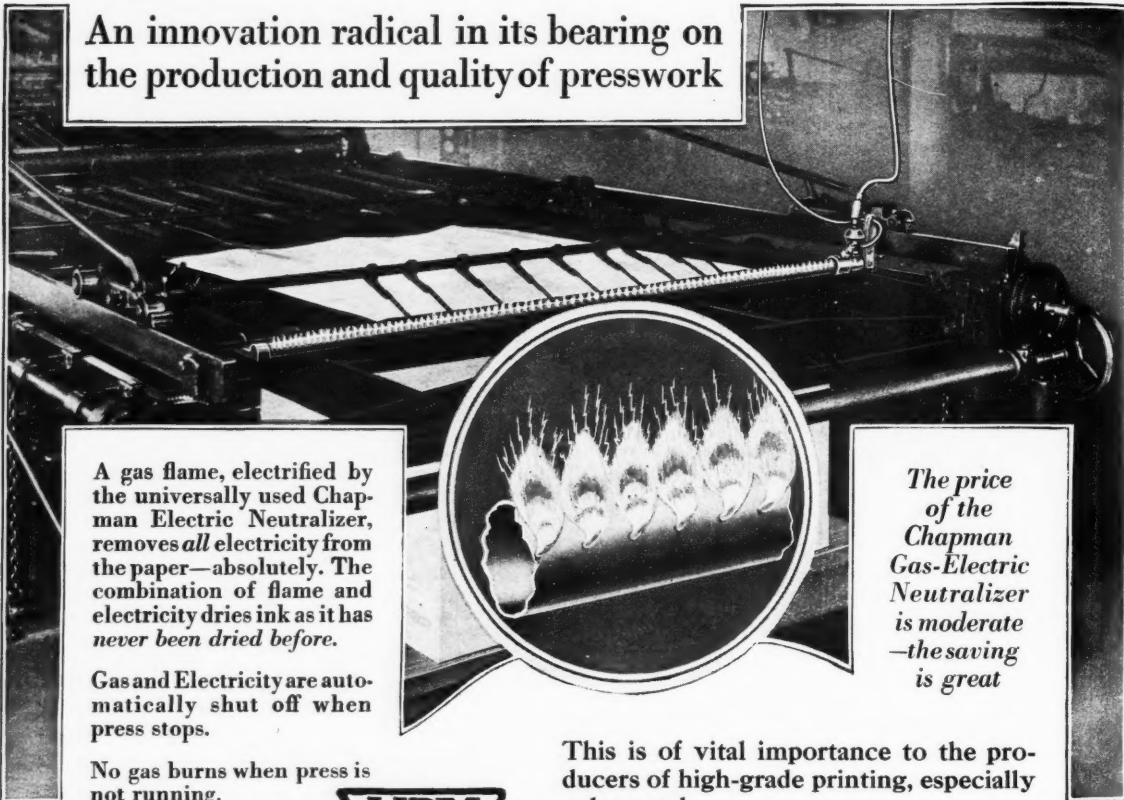
PHILADELPHIA: The Bourse

SAN FRANCISCO: 824 Balfour Building

The manufacture and sale of Cleveland Folding Machines in Canada, New Foundland, and all countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Company, Limited, Toronto, Ontario, Canada.

Chapman Gas-Electric Neutralizer

An innovation radical in its bearing on the production and quality of presswork



A gas flame, electrified by the universally used Chapman Electric Neutralizer, removes *all* electricity from the paper—absolutely. The combination of flame and electricity dries ink as it has never been dried before.

Gas and Electricity are automatically shut off when press stops.

No gas burns when press is not running.

The price of the Chapman Gas-Electric Neutralizer is moderate—the saving is great

This is of vital importance to the producers of high-grade printing, especially color work.

TO THE TRADE we offer our advisory service on any pressroom problem involving efficiency of equipment.

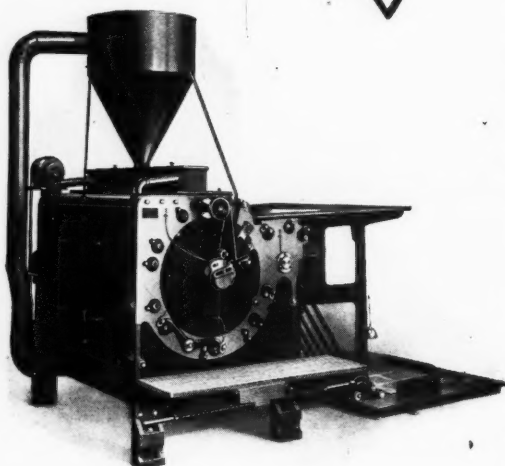
No obligation incurred.

WE are especially qualified to help you on any question about BRONZING.

AS EVIDENCE of our capacity to render this service we submit the record of the

U. P. M. Vacuum Bronzer

—which is now producing 80% to 90% of all bronzing done in the United States and an even greater proportion of all bronzing that is really high-class.



United Printing Machinery Company

38 Park Row
NEW YORK

604 Fisher Building
CHICAGO

83 Broad Street
BOSTON

THE GOLDING ART JOBBER

Illustrating the
12 x 18 inch size.
Complete with full
length Fountain,
Counter and
Power Fixtures.



Made in 12 x 18 and 15 x 21 Inch Sizes.

Most Versatile Platen Press Made

Has extraordinary productive ability on the common kind of printing and particularly adaptable for the printing of large rule forms requiring a rigid impression — large half-tone and plate forms like window and car cards in colors, booklet half-tone pages (four up), embossed labels in large forms, printing on wood (like in imitation burnt wood effects) and the considerable variety of difficult kinds of printing.

*High mechanical speed. Easy to feed. Features
for quick make ready. Distribution unequaled.
Very durable. Quiet running.*

GOLDING MANUFACTURING CO.
FRANKLIN, MASS.

We also manufacture the Golding Jobber, Pearl Press, Official Press, Golding Auto-Clamp and Hand Clamp Power Cutters, Golding Hand Lever Cutters, Pearl Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters, Golding Tablet Presses.

WESEL Success Stereotyping Outfit

*You Can Make Your Own Mats and Cast Your
Own Plates with this Complete Little Apparatus*

THE Wesel Success Stereotyping Outfit embodies the three vital parts of a complete stereotyping plant — (1) Casting Box, (2) Matrix Drying Table, (3) Metal Pot and Furnace. It occupies a space 33" x 48" — the size of a small desk — and it produces a matrix or plate that will compare favorably with the product of the best equipped plants in the country.

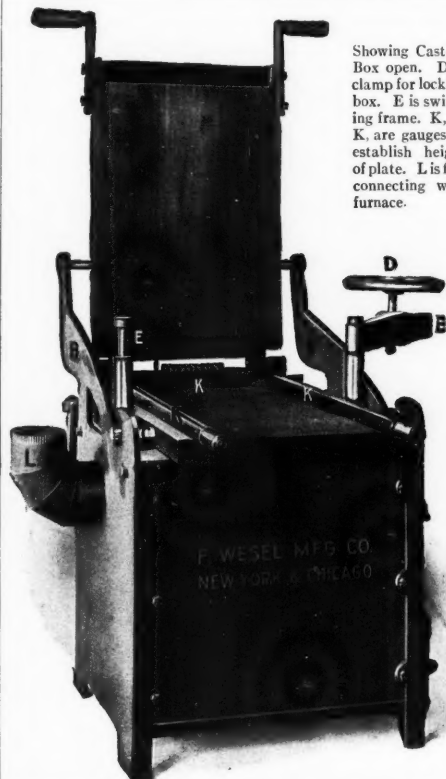
The price is reasonable; the operating cost is small. And it is proving a profitable adjunct in many shops — both large and small.

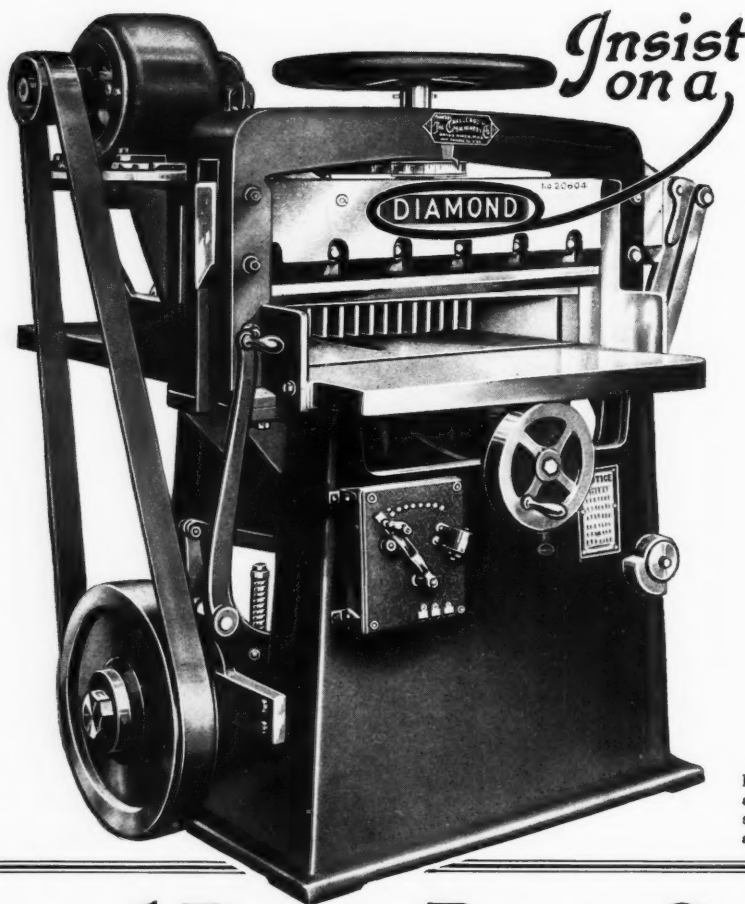
*Send for Success Stereotyping Outfit Booklet
giving complete details and including prices.*

F. Wesel Manufacturing Co.

72-80 Cranberry St., Brooklyn, N. Y.
Chicago Branch: 431 South Dearborn Street

Showing Casting
Box open. D is
clamp for locking
box. E is swing-
ing frame. K, K,
K, are gauges to
establish height
of plate. L is flue
connecting with
furnace.





Knife has the powerful "double-shear" or "dip-cut" down to the last sheet

Knife stopped instantly at any part of cutting stroke—a safety factor and in case of error

Diamond Power Paper Cutters

meet every production requirement expected of a modern Power Paper Cutter, and excel in Speed, Accuracy, Durability, Safety and Convenience in Operating. Quality can not be argued into a paper cutter—it must be *built in*—an actual part of the mechanical construction—design, material and conscientious workmanship.

In the Diamond Power Cutter we offer you the result of a third of a century of engineering study and research. Built of the best materials that money can buy—insuring long life and indestructible value, with the idea of durability, accessibility and simplicity. Strongly built to produce the maximum amount of accurate cutting with minimum effort.

Hyatt Bearing in Heavy Fly Wheel

Three Adj. Screws for Knife Bar Giv

Extra Heavy and Rigid Knife Bar

Long Side Gauges on Both Sides

Note the Massive One-Piece Base

If You Want The Best Insist on a "Diamond"

Made in Three Sizes 30, 32 and 34 Inch

Write us or any Dealer in Printers' Supplies for Prices and Paper Cutter Catalog, which gives complete specifications and shipping data

Manufactured by

The Challenge Machinery Co.

Grand Haven, Mich., U.S.A. CHICAGO NEW YORK

Heavy One-Piece Arch

Endless Steel Tape Scale

Easy Back Gauge Adjustment

Triple Split Back Gauge

Rapid, Powerful Clamp

Gauge Screw End Support

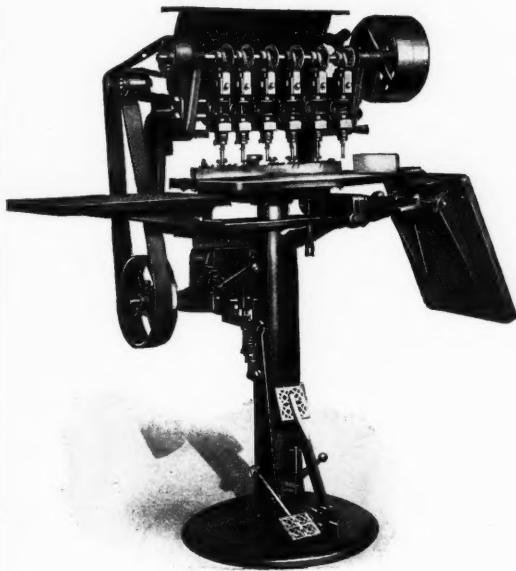
Main Shaft Driven by Worm Gear

The Worm Gear Runs in Oil

Housed Friction Clutch

Berry Round Hole Cutter

WITH FOUR EXTRA HEADS



BERRY No. 4

THIS machine is indispensable in the manufacture of blank books, loose leaf devices, catalogues, directories, index cards, calendar pads, or anything requiring round holes.

This is absolutely the only machine on the market that will drill five or six holes through paper or pasteboard stock at one operation.

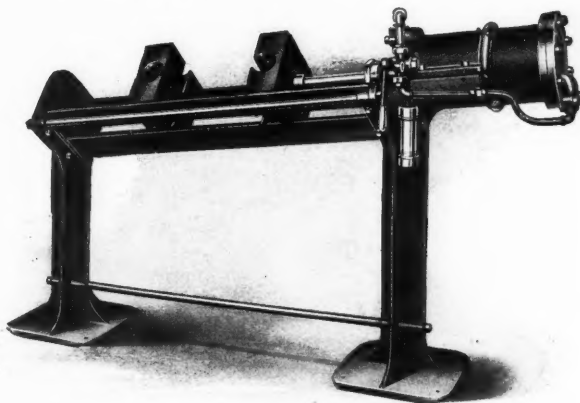
Ours is also the only machine that will drill holes as far from the back edge of the material as is necessary.

Of course these heads are adjustable and may be easily removed or shifted. Any number from one to six may be used at once.

We strongly recommend individual motor drive for this machine. It requires a 2 H. P. motor. However, it can be operated satisfactorily from a shaft; and we can equip this machine with tight and loose pulley if desired. Built in four models. Write for literature.

Berry Horizontal Signature Press

WITH this machine, signatures, catalogs, books and so on are quickly and uniformly compressed into easily handled bundles. This press is fitted with a 10-inch cylinder that gives a 14-inch stroke. Blocks are 10½ x 10½ inches. Extensions may be added to the blocks, if necessary, in order to accommodate sheets a few inches larger than this. We also build this machine in upright model.



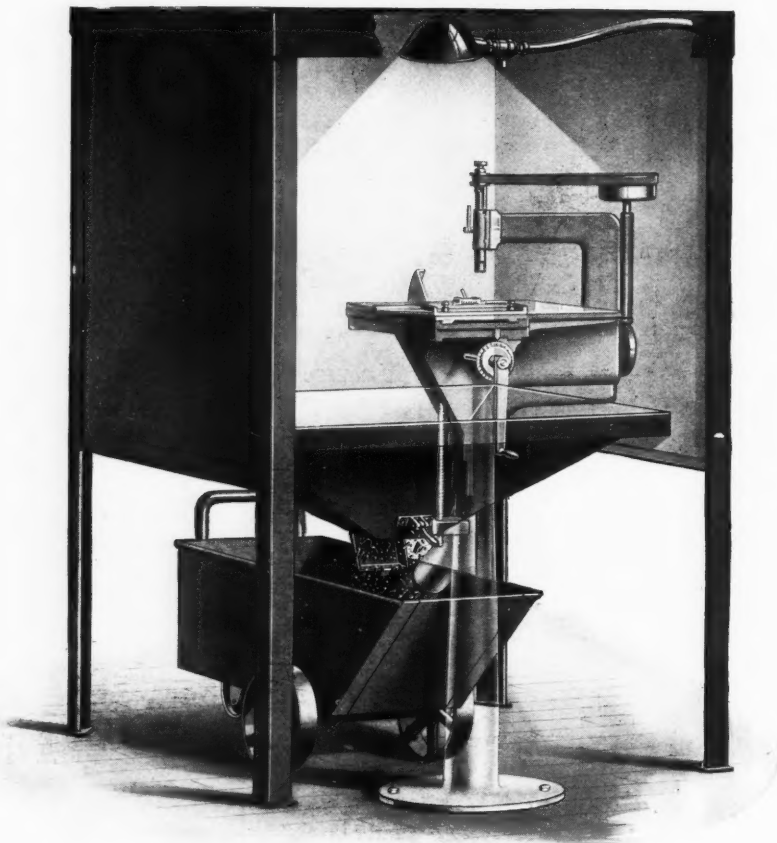
BERRY MACHINE CO.

309 North Third Street

ST. LOUIS, MO., U. S. A.

Saw Trimmer Guard

No. 15742-A



Reinforced steel construction. All working parts of Saw Trimmer are enclosed. All metal cuttings from machine go into chute in rear and from there are transferred at will to metal truck below.

Inside of guard is white enameled with electric light at top, thus providing maximum light at all times.

The best device of its kind on the market.

Metal Truck shown in illustration is our No. 850.

DETAILS:

Extreme height to top, 61 inches.
Depth from front to back, 32½ inches.
Width, 42½ inches.

Chute is 42 inches long by 24 inches wide and 8 inches from front of Guard. Catch is designed so as to hold bottom door securely with any weight, although balanced so that with a slight touch of hand or foot it is instantly released.

Finish: Standard olive green baked enamel outside. White enamel inside.

Accommodates any standard make of saw trimmer on the market.

Manufactured by

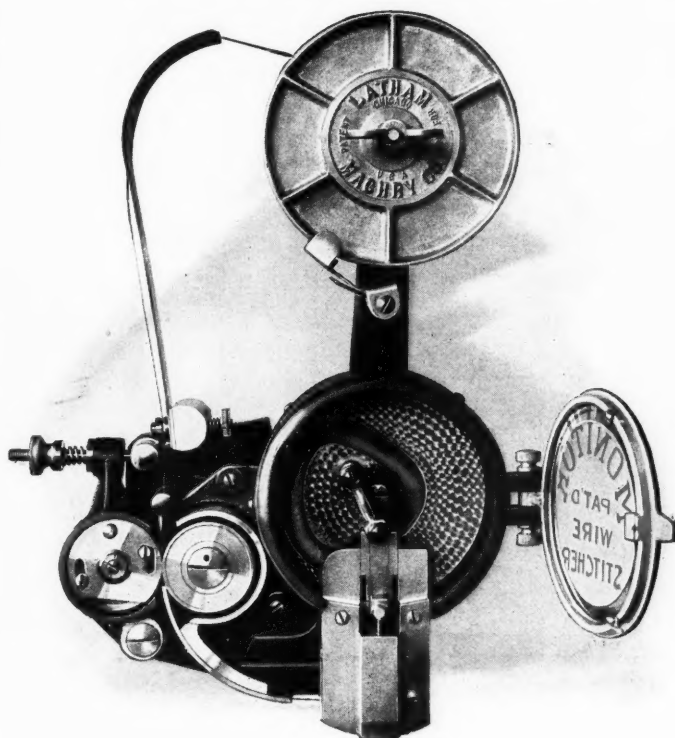
The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



THE GREATEST WIRE STITCHER FOR LIGHT WORK EVER BUILT



MONITOR STITCHER No. 102

the head of which is illustrated at the left, can be depended upon to do anything a stitcher of like capacity will do; do it better than any other stitcher regardless of price and continue to do it for a longer period, without adjustments or repairs.

In the No. 102 Pamphlet Stitcher, we have successfully combined high speed, simplicity and durability for the light, fast wire stitching work of a bindery. If you have any quantity of this sort of work, it will pay you to investigate this machine.

WRITE FOR BOOKLET No. 27.

LATHAM MACHINERY COMPANY

Builders of Monitor Wire Stitchers for Thirty Years

1153 FULTON STREET

BOSTON
531 Atlantic Avenue

CHICAGO

NEW YORK
45 Lafayette Street

FOREIGN REPRESENTATIVES

H. J. Logan, Toronto, Canada.

Geo. M. Stewart, Montreal, Canada.

Wm. Dawson & Sons, Ltd., Otley, England.

Fonderie Caslon, Paris, France.

John Dickinson & Co., Cape Town, South Africa.

Lettergieterij, Amsterdam, Holland.

Carmichael & Co., Ltd. Sydney, Australia.



TRUE EFFICIENCY

The use of good printing plates in modern efficient volume printing is not only an essential factor, but an economy. They do not add to the cost but rather are the medium to diminish it. Quality and production are assured when Lead Mould electro duplicates are used.

Plate Makers to  the Graphic Arts

LEAD MOULD ELECTROTYPE FOUNDRY
504 W. 24th Street INCORPORATED New York, N.Y.

Right Now

when you want to accomplish
the most for the least expense

is the Time

to purchase DOWD Cutter
Knives.



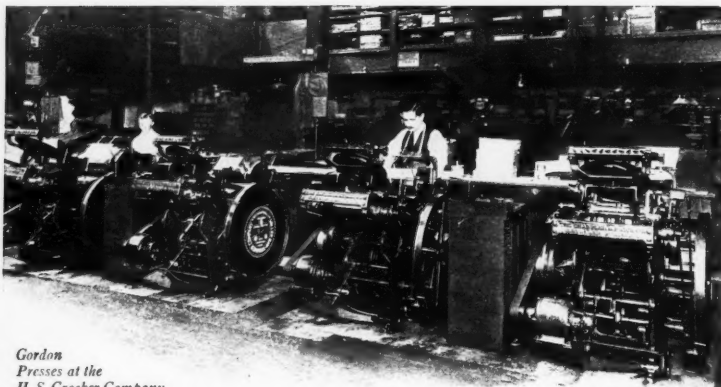
DOWD Knives

Made from the finest of Swedish steel,
tempered just right, DOWD Knives will
last longer and do better work.

Specify DOWD Knives
on your next order and let us demonstrate
the Advantages to be obtained in using
DOWD Knives.

*Particular
Knives
for
Particular
People*

R.J. Dowd Knife Works
Makers of better cutting knives since 1847
Beloit, Wis.



*Gordon
Presses at the
H. S. Crocker Company.*

The H. S. Crocker Company

SAN FRANCISCO, CAL.

PRINTING plants, whether large or small, are in business to make money. Profit depends largely upon equipment. It is significant, therefore, that Chandler & Price Presses are installed in plants of all sizes.

The H. S. Crocker Co., of San Francisco, is one of the country's largest. Their profit is derived partly from a large battery of Gordon Presses—some automatically fed.

In thousands of small shops, C. & P. Presses are helping to realize the owners' ambitions—growth made possible by a profitable business.

Executives of all size plants know that the Chandler & Price is today's most economical press. Typothetae figures prove it.

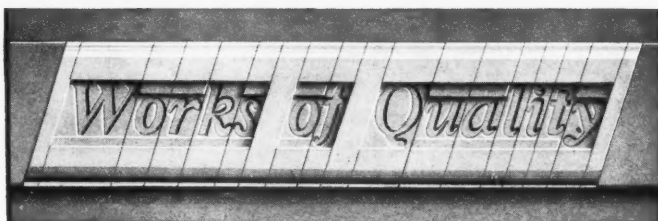
*Have you received gratis your set of Chandler and
Price "BUSINESS GETTERS" from your jobber?
If not, write to him or us direct.*

Chandler & Price

Presses

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage



Ludlow italic matrices slant full 17 degrees in the stick.



The solid Ludlow slug—showing full kerning, close-fitting italic.

Italic Problem Solved!

"The Ludlow italic is the greatest single step in the perfecting of type-faces during the last hundred years," says a well known type founder.

ITALIC type has been the worry of makers and printers and lay-out men ever since Aldus Manutius invented it in 1501.

Type founders from Jensen and Caxton down to the present day have grappled with the seemingly hopeless problem of putting inclined letters on square bodies and having them fit closely.

That 17-Degree Italic

Unless Italic leans 17 degrees it looks flat and uninteresting. If it does lean that much without kerns, snug fitting is impossible and gaps occur between letters.

Type founders have tried to solve it by overhanging kerns—the beak of the "f", for instance, extending over the shoulder of the next letter. Press work often breaks off these overhanging kerns. Others designed distorted letters, to give an appearance of leaning more than they actually did. But beauty of effect was sacrificed.

Perfect Italic for Display Now

Lay-out men want italic display lines, but have employed hand lettering in preference to broken or distorted type. They need do so no longer. The Ludlow casts perfect unbreakable italic, with a distinction and beauty all its own, on slugs, from close-fitting matrices which lean the full 17 degrees in the stick.

What is the Ludlow?

The Ludlow is a simple machine for casting display typefaces on slugs from lino-type metal. It is not a type-setting machine. The matrices are composed by hand—dispensing with the limitations of keyboards on the one hand, and of movable types on the other. The Ludlow is the only system in existence designed expressly to excel in the rapid production of fine display composition all the way up to 60 point, including bold and extended.

Ludlow Typograph Company

General Office and Factory: 2032 Clybourn Avenue, Chicago

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Please Mention THE INLAND PRINTER When Writing to Advertisers.



Over Eighty Per Cent of All Commercial Printing

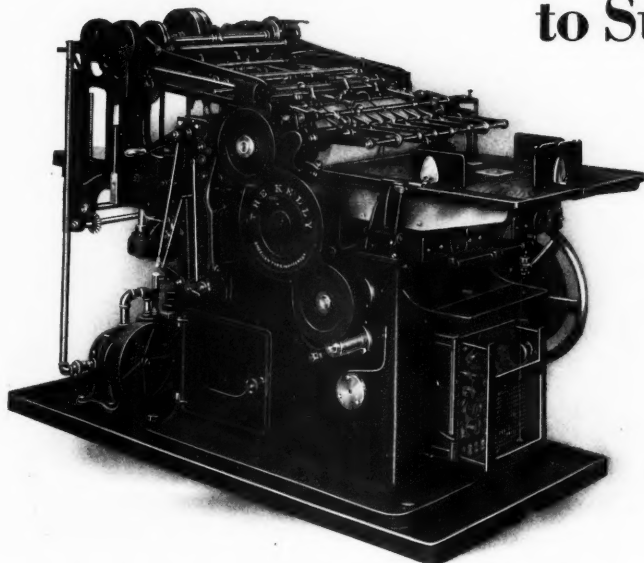
can be instantly priced at
a fair profit to the printer
and a fair price to the cus-
tomer from the Franklin
Printing Price List—a part
of the Franklin Printers
Service issued every week

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

The PORTE PUBLISHING CO.
Salt Lake City, Utah

The Small Printer's *Sure Road* to Success



The Kelly Automatic Job Press—The Little Kelly—a Half Super-Royal, plus

This Press is also sold with an Extension Delivery

MANY printers, using platen presses only and making a fair living, have made quick monetary successes by adding a Little Kelly. We will send you the names if you are interested in getting rich quicker.

Putting a mechanical feed on a platen press is not a decisive advance toward increase of profits. It's but half a step onward. Adding a Little Kelly puts you surely on the ladder of success. Add a mechanical feed to a platen press and it is still a platen, unimproved in speed, quality and range of work. Extra cost of the Kelly is trivial compared with results.

The Little Kelly takes less room than a half super-royal platen press and less power. It can be operated easily by a platen pressman, who can readily manage two platens besides. It is as easy and quick to make ready on as a platen. It is as economical, relatively, on short runs as on long runs. It extends the quality and range of the work you can sell to your customers. It's the only real automatic printing press ever made and doesn't need to have a man tied to it. More than 2200 users are making money with it. It will print finely and easily at 3600 per hour.

BUY a LITTLE KELLY and it will put you in the way of buying all the other good things you desire in your plant!

FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

AMERICAN TYPE FOUNDERS COMPANY the Developer and Manufacturer of the
Kelly Press, and also to BARNHART BROS.
& SPINDLER, Washington (D. C.), Dallas, Omaha and Seattle; DODSON PRINTERS SUPPLY COMPANY, Atlanta; and TORONTO
TYPE FOUNDRY COMPANY, for Canada east of Port Arthur. In Canada west of Port Arthur,
AMERICAN TYPE FOUNDERS COMPANY, Winnipeg.

REPRODUCTIONS

Velvety qualities of Etchings
Subtle values in Works of Art
Atmospheric effects of nature
Sheen of silks and textiles
Lights and reflections of machinery
Character and line of the human form
Are all enhanced by the undertone
Uniquely developed by

*Doubletone &
Ullmanine Inks*

(Registered U. S. Patent Office)

WRITE FOR SPECIMEN BOOK

Originated and made only by

SIGMUND ULLMAN COMPANY

Home Office:

Park Ave. and 146th St., New York

Tel., Mott Haven 1330-1331

501-509 Plymouth Court, Chicago

Tel., Harrison 4491-4492

It requires many satisfied regular users to consume more than 1200 tons of pulp and paper per day, an unqualified endorsement of the Westvaco Brands, *built* for uniform presswork results.

The Mill Price List



Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel
INDIA

Pinnacle Extra-strong
Embossing Enamel
WHITE INDIA

Westvaco Ideal Litho.
COATED ONE SIDE

Westvaco Super

Westvaco M.F.

Westvaco Eggshell

Westvaco Text

WHITE GRAY INDIA BROWN BLUE GOLDENROD

Westvaco Cover

WHITE GRAY INDIA BROWN BLUE GOLDENROD

Minerco Bond

WHITE PINK BLUE CANARY GOLDENROD

Origa Writing

WHITE CANARY

Westvaco Index Bristol

WHITE BUFF BLUE SALMON

Westvaco Post Card



See reverse side of this insert for the National List of the Westvaco Brand Distributors

The Mill Price List

Distributors of

Westvaco Mill Brand Papers

Manufactured by West Virginia Pulp & Paper Co.

Atlanta

The Chatfield & Woods Co.

Augusta, Me.

The Arnold-Roberts Co.

Baltimore

Bradley-Reese Company

Birmingham

Graham Paper Company

Boston

The Arnold-Roberts Co.

Buffalo

The Union Paper & Twine Co.

Chicago

West Virginia Pulp & Paper Co.

Cincinnati

The Chatfield & Woods Co.

Cleveland

The Union Paper & Twine Co.

Dallas

Graham Paper Company

Des Moines

Carpenter Paper Co.

Detroit

The Union Paper & Twine Co.

El Paso

Graham Paper Company

Houston

Graham Paper Company

Kansas City

Graham Paper Company

Milwaukee

E. A. Bouer Company

Minneapolis

Graham Paper Company

Nashville

Graham Paper Company

New Haven

The Arnold-Roberts Co.

New Orleans

Graham Paper Company

New York

West Virginia Pulp & Paper Co.

Norfolk, Va.

Richmond Paper Co., Inc.

Omaha

Carpenter Paper Co.

Philadelphia

Lindsay Bros., Incorporated

Pittsburgh

The Chatfield & Woods Co.

Providence

The Arnold-Roberts Co.

Richmond, Va.

Richmond Paper Co., Inc.

Rochester

The Union Paper & Twine Co.

St. Louis

Graham Paper Company

St. Paul

Graham Paper Company

Washington, D. C.

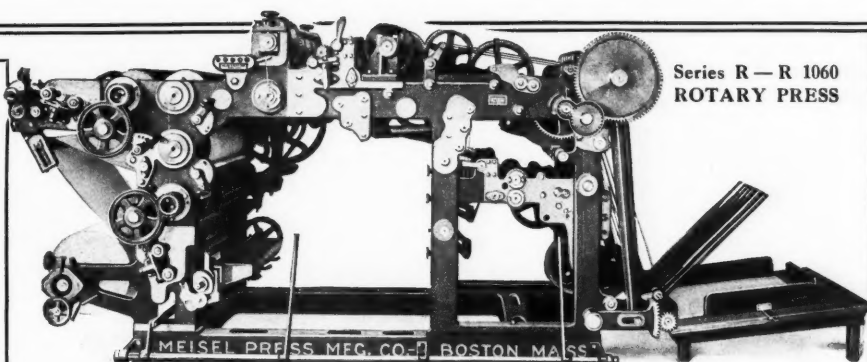
R. P. Andrews Paper Co.

York, Pa.

R. P. Andrews Paper Co.

What this press will do

Takes paper from the roll. Prints in one color, numbers in one color. Slits the web, cuts off the paper into sheets. Accumulates the sheets five at a time, jogs into a pile. Used for bills of lading, or other products requiring pad forms.



Series R — R 1060
ROTARY PRESS

Meisel Efficiency

The printer whose plant is equipped with Meisel Automatic Printing machinery is in an enviable position when it comes to bidding on the big, profitable jobs. He can quote lower prices than his competitors who have only ordinary pressroom equipment, without being a "cut-rate" printer.

Lower costs mean lower prices to the customers, without sacrificing the printer's fair profits. Meisel presses accomplish this through the enormous production made possible by roll feeding and by performing a number of operations which ordinarily require several machines. They are automatic in the true sense of the word.

Send us samples of any work you would like to produce at lower machine cost. We will show you how it can be done and send details of presses best suited. This will place you under no obligation.

MEISEL PRESS MFG. CO.

944-948 DORCHESTER AVENUE, BOSTON, MASS.

NELSON HEAVY DUTY PUNCHING EQUIPMENT

The Nelson Model 3 Punching Machine and equipment (illustrated) provide the stationer and printer with the necessary machinery to extend their fields of endeavor along new lines. It is practically seven machines in one: punching all kinds of loose leaf accurately and quickly; hollow die cutting; round cornering; card index tabbing; indexing loose leaf and bound books, and even locks up scoring rules and perforating rules, or die cutting with printer's rules.

The construction, combining power and simplicity of operation, ability to adjust dies and attachments quickly and accurately, to punch speedily and accurately with economy of power makes it extremely formidable and useful.

The compactness and accessibility of all parts subject to adjustment and the direct application of power over the punching members brand it as a machine which wise buyers appreciate.

It will be to your advantage to investigate our machine. We will supply you with further information on request.

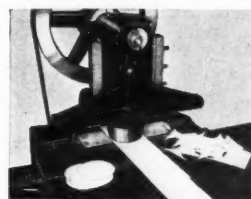
C. R. & W. A. NELSON, Inc.

225 N. Michigan Blvd.,
Chicago, Ill.

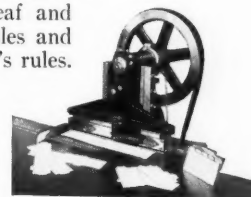
Model 3
Punching
Machine



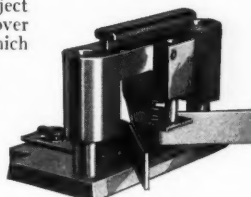
You can capitalize on the superior opportunities offered by the Nelson Punching machine. Write for further information.



DIE CUTTING

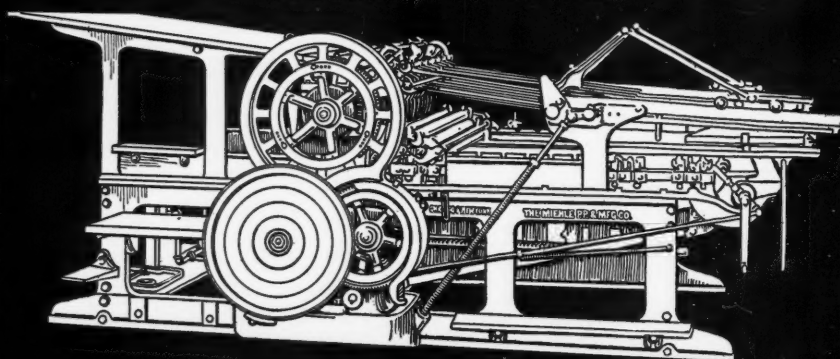


TAB CUTTING



ROUND CORNERING DIE

The Miehle



The Coining of a Synonym

WHEN a trade name of any kind is universally applied as the common name of all things in its class, it may be taken for granted that the original production which bore the name won its way to popular approval by sheer merit. And, therefore, as "The Miehle" has become a synonym for "two-revolution press", it is obvious that the press itself must present striking advantages.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block

NEW YORK, N. Y., 2310 Woolworth Bldg.

ATLANTA, GA., Dodson Printers Supply Co.

PHILADELPHIA, PA., Stephen Girard Bldg.

DALLAS, TEX., 611 Doore Bldg.

BOSTON, MASS., 176 Federal St.

SAN FRANCISCO, CAL., 693 Mission St.

DESTRUCTORS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Making Them Still Better
**THE NEW
SEYBOLD AUTOMATIC CUTTER**

*Designed by the Recognized Master of the Art
Built by Qualified Mechanics*



FIG. 2040

Illustration of 40, 44 and 50-inch Sizes

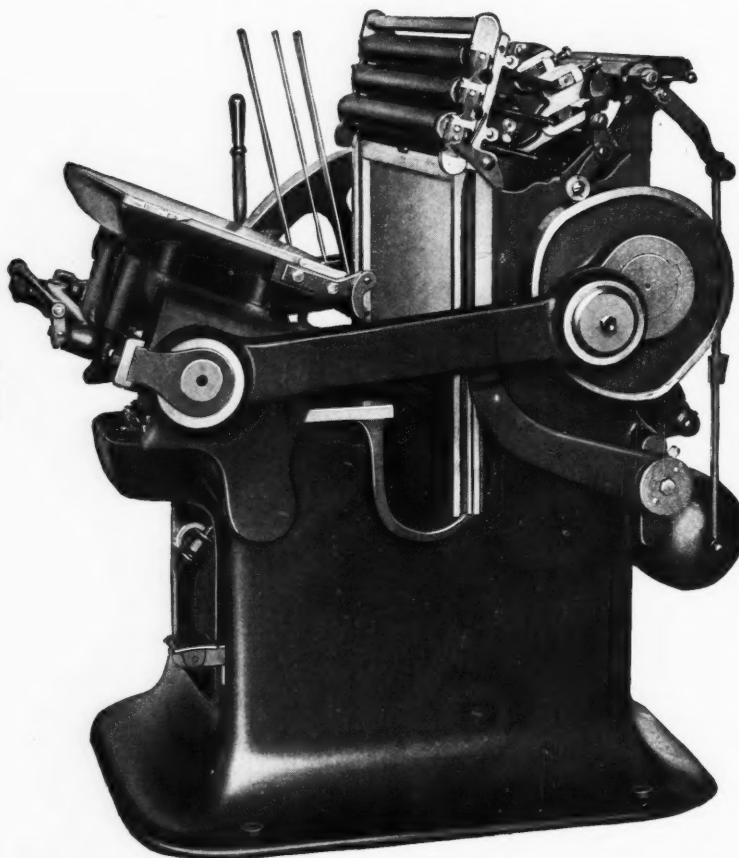
Speed of Knife Stroke, 40 Cuts a Minute

These new machines combine more labor saving features for rapid, easy and accurate cutting than any cutting machine heretofore offered: High-Speed, Smooth-Acting Automatic Clamp; Convenient, Safe Throw-in Lever; Sensitive Treadle; Quick, Direct Back Gauge Movement; Clamp Pressure Indicator; Hair-line Pointer, and a number of other exclusive Seybold features.

Ask for Circular No. 2040

THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO, U. S. A.

Sales Agencies and Service Stations: New York, Chicago, Atlanta, Dallas, San Francisco, Toronto, Paris, London, Buenos Aires, Stockholm



HIS PLATEN PRINTING PRESS

of the "Colt's Armory" trade-name type, was designed, and is largely used, for artistic printing, process color work and tint blocks. Advertising placards in the Subway and Elevated Railway Cars are a good example of this line.

IT is also widely adaptable for the production of all kinds of printing, such as: printing wooden rules; packing box covers; light embossing; indenting tin-sheets; inlaying book-covers; gold leaf stamping; cloth printing and, during the war, for blocking out gas-masks.

IF you'd care to study things at the source, it would please us to conduct you to our factory. It's not a bad thing to get an inside view of the tools you are now using; or, if not using, ought to use, in that it will pay to do it.

WE can usually say, off-hand, whether a contemplated novel use of our presses will prove satisfactory; or, failing that, we can readily ascertain by making a test, whereby you can judge for yourself as to the desirability of going at it upon a commercial basis.

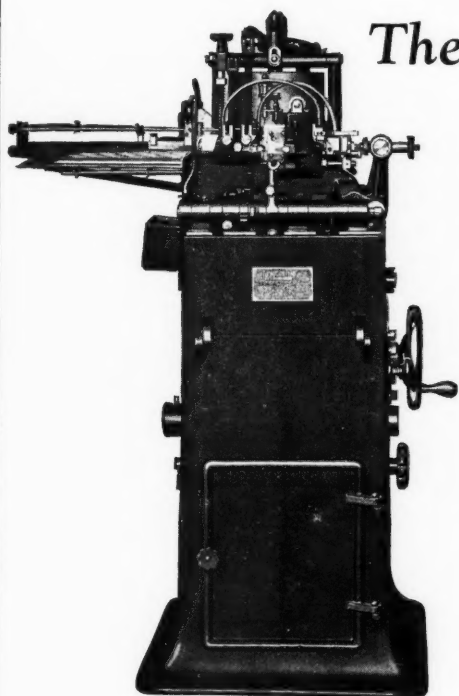
Endurance? We don't know how long a John Thomson press will last: We've only been building them for forty years!

John Thomson Press and Manufacturing Company

253 BROADWAY
NEW YORK CITY

FACTORY:
LONG ISLAND CITY

604 FISHER BUILDING
CHICAGO



The Thompson Type, Lead and Rule Caster

The only machine that makes the equal of the best foundry type at *one-third* its present cost, from linotype or our own matrices.

Simple in Construction, Easy to Learn and Easy to Operate

Type, borders, quads and spaces, 5 to 48 pt.; leads, slugs and rules, 2 to 12 pt. automatically cut to any length; *all* from one machine.

Thompson Type Machine Co.
223 West Erie Street Chicago, Illinois

Start the Job Right

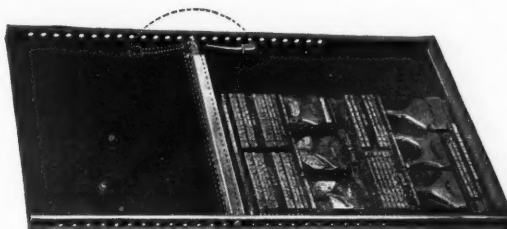
By having every form in a locked-up condition before it leaves the galley

Justification of pages is much easier and quicker on the galley than on the stone. On big catalogue jobs, for example, the work of the stoneman is cut in half if every page is exact in its measurements when it reaches the stone.

The Avery Make-up Galley is simple, convenient and accurate.

By a simple turn of the lever the form can be locked up to an even pica length. By the same means you have easy access to the form for alterations and corrections.

Time is saved in registering and makeready because the forms are square and lie flat on the bed of the press.



Avery^{MAKE-UP} Galley
"SAVES ITS COST IN ONE JOB"

is more than a mere utensil where the compositor can empty his stickful of type. It is the only means for securing absolute accurate justification on the galley.

Write for full particulars.

Our descriptive circular gives full details and tells how you can utilize your old galleys.

THE AVERY GALLEY COMPANY

949-951 East Second Street, Los Angeles, Calif.

For sale by all branches

BARNHART BROTHERS & SPINDLER

AMERICAN TYPE FOUNDERS COMPANY



The Suction that Feeds the Paper

in the Printing Press,
Folder or Ruling
Machine

VACUUM
OR
BLOWING PRESSURE
OF AIR.

Leiman Bros. Blower and Vacuum Pump

(PATENTED)

TAKES UP ITS OWN WEAR

Therefore you can rely on it for continuous
satisfactory service. See that your feeder has a
LEIMAN BROS. Rotary Positive
High Pressure **BLOWER** and
VACUUM PUMP doing the feeding.

*Used by all the first-class feeders. Also used for agitating
electrotyping solutions.*

Catalog BD-B.

LEIMAN BROS.

81 Walker Street

NEW YORK

MAKERS OF GOOD MACHINERY FOR THIRTY-FIVE YEARS

Only 8—and Here's Why

Only eight specialties—eight time-and-money savers—in our line. Yet there are hundreds on the market. “Why do you have only eight?” customers ask us. **Q** Because each one meets a definite need, and does a particular job, better than any other in its field. We could easily add others which would be “pretty good,” and probably make some sales. But that’s not our way of doing business. **Q** From time to time we shall add new items; but that will be only when our laboratories discover products which measure up to the standard of those we now have, and perform a needed service better than it is now being done.

In the meantime, here are the eight, and why:

Reducol: Best for getting rid of excessive tack in printing ink, and for stopping picking, because it works simply and quickly without any harmful results. Does not affect body or color. Reducol is an ink softener, a safe dryer, and never causes mottling. Greatly improves distribution, and leaves each impression of process work with an ideal surface for perfect register and overlapping. Reducol helps to cut down offset, prevents sheets sticking, and acts as a preservative for rollers.

Blue-Black Reducol: For use with blue or black inks when a toner is desired. In other qualities identical with standard Reducol.

Paste Dryer: Best for color work, because it dries from the paper out, and thereby leaves a perfect surface for following impressions. Positively will not crystallize the ink, or chalk on coated paper.

Liquid Air Dryer: Best because it is transparent and does not affect color. For one-color work and last impressions. Works very quickly.

Magic Type Wash: Best for removing dried ink, because it cleans up even the hardest caked deposits with amazing ease, and has just the right drying speed. No time wasted either by making several applications or by waiting for drying. Will not stick type together. Livens up rollers.

Electrical Destroyer: Best because it eliminates static electricity completely nine times out of ten, and makes sheets easy to handle in all cases. Does not swell packing, rust metal, or affect the finest makeready.

Gloss Paste: Best because, when used as an after-impression, it not only produces an extremely glossy finish on any kind of stock, but also makes paper moisture- and dust-proof—a strong selling point on label and wrapper work.

Richter's Superior Metal Cleaner: Best for reclaiming linotype and monotype metal because it saves the tin and other essential components ordinarily lost with the dross, and thus greatly prolongs the life of the metal. 1 lb. cleans four tons.

All these specialties have been used for years in leading pressrooms and composing rooms over the country. They are guaranteed to perform as stated

INDIANA CHEMICAL & MFG. COMPANY

Dept. I-3, 135 SOUTH EAST STREET, INDIANAPOLIS, INDIANA, U. S. A.

23-25 East 26th St., New York City

608 S. Dearborn St., Chicago

Pacific Coast Agents: Geo. Russell Reed Co.
San Francisco, Seattle, Portland

Canadian Agents: Sinclair, Valentine & Hoops, Ltd.
Toronto, Montreal, Winnipeg

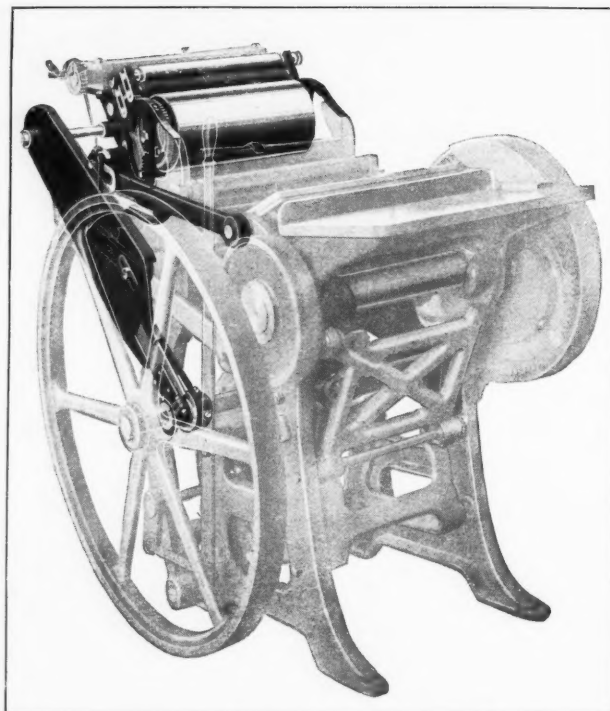
British Agents: Borne & Co., Ltd., 35/37 Banner St., London, E. C. 1

Rosback Ink Distributor

Applied to

CHANDLER & PRICE PRESSES

Either with or without Miller Feeder



Perfect Distribution.

—
Easy to Operate.

—
Easy to Clean.

—
No Holes to Drill.

—
Can be put on
in thirty minutes
by pressman.

—
Absolutely noiseless.

Distribution
equal to a cylinder
press.

—
With this attachment the Chandler & Price Press will produce quality equal to any press on earth. Does not retard speed of press. Does not require any more power and can not get out of order.

Built for the 10x15 and 12x18 Sizes

Manufacturers of

Angle Round Hole Rotary
Perforators

Slot Rotary Perforators

Multiplex Check Perforators

Straight line perforators

from 10 to 30 inches

Wire Stitchers

Automatic Index Cutters

Punching Machines

Confetti Machines

The Rosback Ink Distributor consists of a vibrating cylinder, two composition rollers and a composition ductor roller with two steel vibrating rollers. The ink is thoroughly distributed before it reaches the form rollers and may be controlled so as to give more or less ink as may be required to any part of the form, which is impossible with a revolving disc.

Manufactured and sold only by

F. P. ROSBACK COMPANY

BENTON HARBOR, MICHIGAN

*Almost
Doubled
Production*

THIS Dexter Feeder is in every sense a highly satisfactory and profitable device. As an example of what has been accomplished by its use, production records on one class of work show that, 20,000 impressions are now an average day's product against 11,000 impressions when the press was fed by hand.

THE J. C. ELY PRINTING CO.
DAYTON, OHIO



*Out of the
Range of
Hand Feeding*

IN figures, we would say that operating 52" Miehle presses at a running speed of between 2100 and 2200 per hour, we produce an average of at least 1750 impressions per running hour with Cross Feeders.

Such a result is of course entirely out of the range of hand feeding.

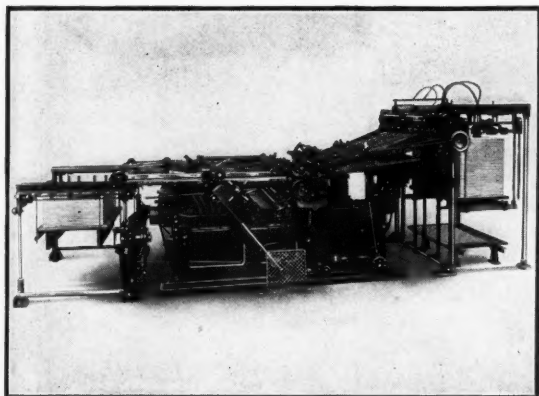
COLUMBIAN ART WORKS
MILWAUKEE, WIS.

An Iron Man Should Feed the Sheets

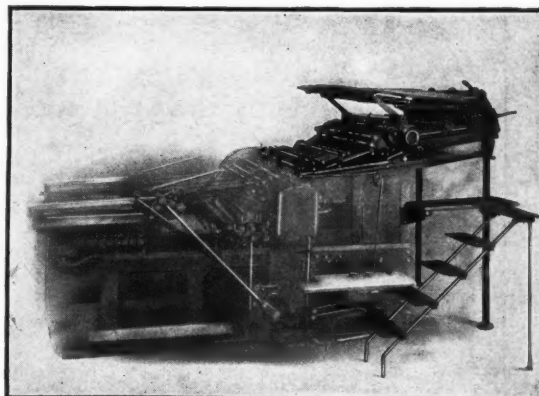
IT'S a long tiresome grind feeding sheets to a set of guides day in and day out, and your hand feeders will prove more profitable to you and be better satisfied if they are placed in charge of Automatic Feeders.

Comparative records from 38 plants show

an average increase of 433 sheets per hour of Automatically fed presses over hand fed presses of the same size. Such specific proof of increased earning power is a factor that the printer who is still hand feeding his presses cannot afford to overlook.



Dexter Truck Loading Suction Pile Feeder



Cross Continuous Feeder

Two Standard Types of Automatic Feeders

Each has its distinct Advantage. Every printer should know the specific merits of each type.

DEXTER FOLDER COMPANY, 28 West 23rd Street, New York

Folders, Cross Continuous, Dexter Suction and Dexter Combing Pile Feeders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

The Electrotyper's

Eleven Points

Against Price Cutting

1. The modern printing press is an expensive piece of machinery.
2. It earns no money while standing idle.
3. The overhead and depreciation of a press, like Tennyson's brook, "Goes on forever."
4. Standing time of a press means loss.
5. Running time of a press means gain.
6. The less standing time and the more running time, the greater gain.
7. Electrotypes are the printing surface of a press.
8. The better the electrotype, the less time in getting the press running.
9. The better the electrotype, the more money the press earns.
10. The better the electrotype, the better the finished work.
11. The better the finished work, the happier the customer.

*Which Wins—the High-Grade Electrotype,
or the Cut Price Electrotype?*

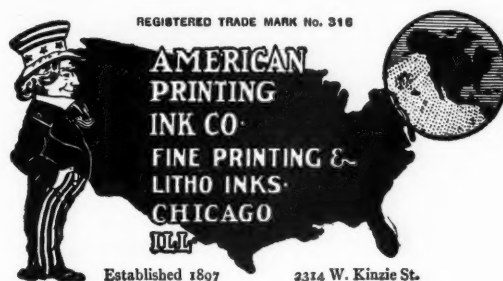
INTERNATIONAL
ASSOCIATION *of* ELECTROTYPERS

LOWER PRINTING INK PRICES

You can not get rock bottom prices if you buy Printing Inks that are made up "special." A standardized line guarantees best working qualities and strength, plus lower prices.

A good example of the result of concentration on Standardized inks is Kinzie Kut Black. We could not afford to give you so dense a Black if we were not producing it in quantities. Those who try it find it excellent value at 30c in 100 lb. lots, or 40c for less in 5 or 10 lb. cans.

We will gladly send you a trial can gratis.





J. HORACE MCFARLAND COMPANY
 1116 FARMERS BUILDING
 HARRISBURG, PENNSYLVANIA

August 15, 1921.

Carmichael Blanket Co.,
 Atlanta, Georgia

Gentlemen:

For more than a year we have had in use on all of our cylinder presses on which it was practicable to use them, the Carmichael Relief Blankets, and we are very happy to be able to say that we believe they have been a distinct help to us in our work. Undoubtedly they save considerable make-ready time on the presses, and we know for a certainty that the having of these blankets on the presses has saved the smashing of many a plate which would have occurred if the original hard packing had been in use.

The only possible objection to the blanket which we can see is that it takes up so much room on the cylinder that where chalk overlays are used it is very hard to get them buried deep enough. This objection is not serious enough, however, to warrant our not using the blankets, and we will continue to use them, as we feel certain they are a distinct help and advantage in our pressroom.

J. HORACE MCFARLAND COMPANY

RHB:ms

Robert H. McFarland

THE FOLLOWING INFORMATION IS FURNISHED FOR THE PURPOSE OF IDENTIFYING THE ARTICLES TO BE RECEIVED BY THE ADDRESSEE. IT IS NOT TO BE USED FOR ANY OTHER PURPOSE. IT IS THE PROPERTY OF THE COMPANY AND WILL BE DESTROYED WHEN THE INFORMATION HAS BEEN USED FOR THE PURPOSES FOR WHICH IT WAS FURNISHED.

CARMICHAEL RELIEF BLANKETS

(Patented)

Cylinder Presses
 Platen Presses
 Rotary Presses

or any other presses carrying hard packing can be made ready in less time, and a decided decrease in wear on forms is effected when CARMICHAEL RELIEF BLANKETS are used.

Write for booklet and price list.

CARMICHAEL BLANKET COMPANY
 ATLANTA, GEORGIA

Pacific Coast Sales Office:

711-713 Mills Bldg., San Francisco, Cal.



Style A
 Pedestal
 Boston
 Staple
 Binder

Perfect
 Constant
 Stapling

Boston Automatic Staple Binder

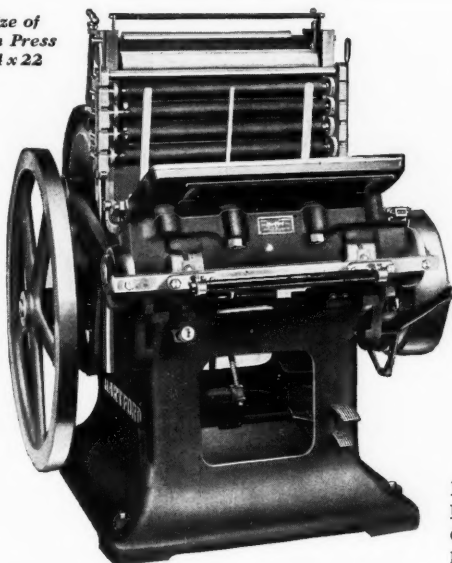
For the small printing office or the factory. Capacity three-sixteenths inch, flat and saddle table, reversible driver, fine round wire, exquisite flat staple. Write for quotations.

American Type Founders Co.

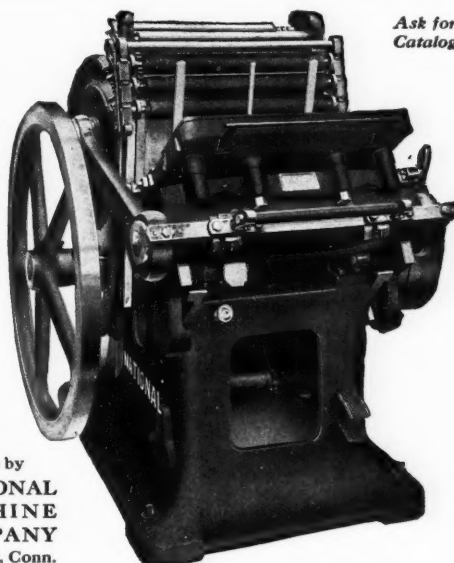
GENERAL SELLING AGENT

SET IN MEMBERS OF THE GUDY FAMILY JAQUISH ORNAMENTAL DASH

Size of
each Press
14 x 22



Ask for
Catalogue



Made by
**NATIONAL
MACHINE
COMPANY**
Hartford, Conn.

New Series 4-Roller HARTFORD

The most advanced platen press in modern improvements for the greatest efficiency. Unequalled in the important essentials, distribution, register and rigidity, without which no press can produce the best results in fine half-tone and color plate work.

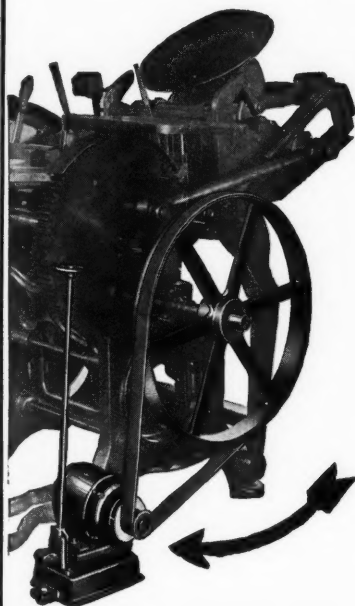
Both presses have Roller Adjustments, Roller Locks, Ductor Roller Trip, Graduated Ink Fountain Feed, Covered Ink Fountain with Crank Handle, Unbreakable Crescents in Vibrators, Automatic Platen Guard, Right Hand Drive and Detachable Pinion Shaft Bearings with Bronze Bushings, Automatic Reset Counter, Air Chamber back of bed to absorb temperature when doing hot embossing, and platen may be fitted with steel plates for cut out and creasing work.

New Model 3-Roller NATIONAL

Also far in advance of all other 3-Roller Platen Presses. Same as the HARTFORD in every respect, except that it does not have such an extensive distributing system nor the roller separators. Ideal for the general run of the better class of commercial printing of all kinds.

"Drive of a Million Speeds"

*Variable speed with constant-speed motors!
A Revolution in Power and Transmission*



Think of it! You can now operate your job and cylinder presses and other machinery with low-cost, dependable, *constant speed* motors, and get *any speed you want*, from zero to maximum—by means of the

MARATHON OK

Slip-belt System with Air-Cooled Pulley

Here's how it works: To run *full speed* push the belt-tightener lever to "full tension." To reduce speed, ease up on the belt, so that it slips on the pulley—a little slippage for slight speed reduction, and a very loose belt for very low speed. Pulley and belt *stay cool* because the turbine-like flange on the patented pulley pulls a blast of air through the hollow hub. And that's all there is to it! Pulley has a curved face which keeps the belt in place even when run very loose.

System has been in daily use for nearly two years on job, cylinder and newspaper presses, folders, ruling machines and other machines—and neither belt nor pulley yet shows visible signs of wear.

Cost is very low—whether you buy new motors or use your old ones.

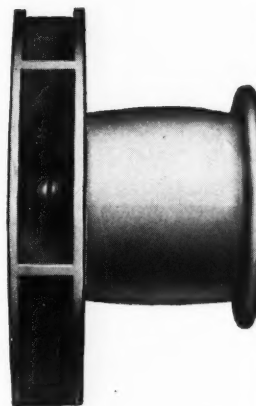
Net Prices of Job Press Equipment—F. O. B. Wausau.

	Complete with Century Motor	Complete with Marathon OK Motor	Without Motor
1/4 h.p.	\$68.00	\$60.00	\$33.00
1/2 h.p.	\$75.00	\$67.00	\$35.00
3/4 h.p.	\$93.00	\$78.00	\$40.00
1 h.p.	\$100.00	\$85.00	\$45.00
1 1/2 h.p.	\$125.00	\$97.00	\$55.00

Prices on Cylinder Press and other Equipment on application.

When you send for circular give us a list of your equipment including motors.

Marathon Electric Manufacturing Company
30 Island Street, Wausau, Wisconsin

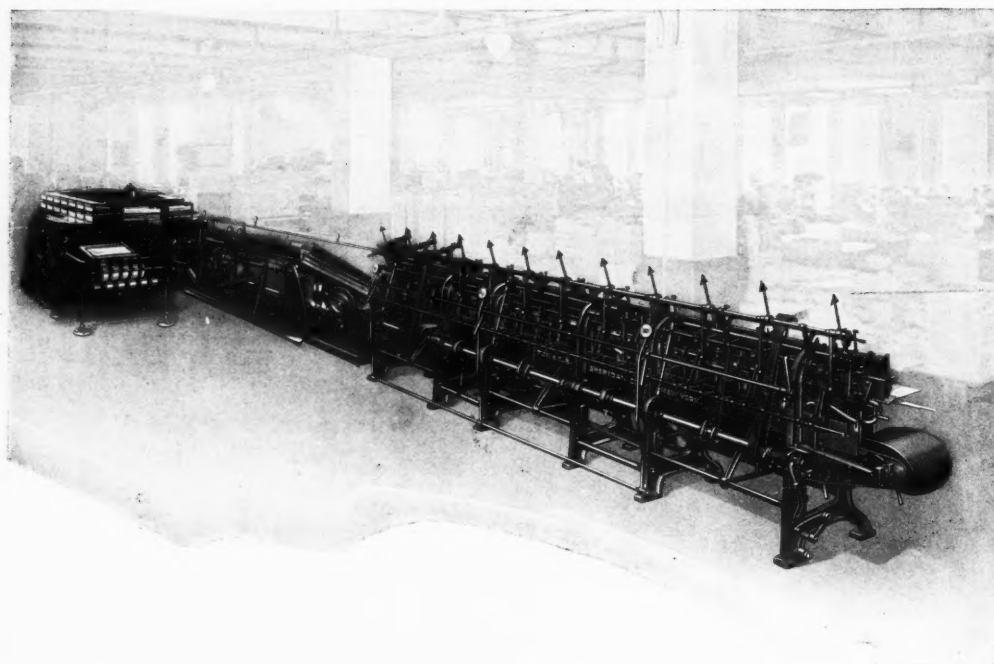


A Distinct Achievement

The SHERIDAN Combination Gatherer, Stitcher and Coverer, sounds a new note in SHERIDAN Supremacy

The SHERIDAN Continuous Coverer and the Improved Gathering Machine are now combined by our new Side Wire Stitcher, making it practical to run the three machines in combination without any loss of output, and still retain the splendid quality of product for which the SHERIDAN machines are justly famous.

Special attention is called to the clean flat back and perfect register of the cover, also to the jogging mechanism on the Stitcher, which is exceptionally simple and accurate.



The Stitcher can be furnished so as to stitch either two or three staples in each book, and can also be built as a separate unit, with feed table and delivery end, or can be attached to any regular Gatherer already in use, at a nominal cost.

Write for particulars or let us know when a salesman can call.

T. W. & C. B. SHERIDAN COMPANY

401 Broadway
NEW YORK CITY, N. Y.

609 South Clark Street
CHICAGO, ILLINOIS

63 Hatton Garden
LONDON, E. C. No. 1, ENGLAND



Speed and Profit

This S. & S. High-Speed Rotary Press makes a clean profit on every job you feed it. It delivers at a guaranteed speed of 7,000 to 8,000 impressions per hour. It makes money on jobs now generally done at a loss or on a very small margin.

The press is quickly prepared for action. Adjustments are simple and the operation automatic. The work is always in sight. The sheets are delivered right side up and perfectly jogged underneath the feeding table.

Stokes & Smith Rotary Press

is extremely rigid and is built for long life and hard service. It will easily earn its price by enabling you to get competitive business that you couldn't reach without it. It is ideal for the general run of commercial printing such as tags, labels, letter-heads, envelopes and general job work of wide range. The Press is a marvel of convenience and efficiency—compact, smooth-running and a wonder for capacity.

*Write today for catalog and full information.
No obligation, of course.*

Stokes & Smith Company

Summerdale Avenue
PHILADELPHIA, PA.
London Office: 23 Goswell Road



Give Us Hard Jobs

THIS people is rediscovering the hard-job spirit of its pioneers, and business is getting better. Carving a home out of the wilderness was no employment for a weakling. Neither is it a short and easy task to rebuild a shattered business.

The lover of ease is having a rotten time; but the man who can do hard jobs well is conscious of an exaltation that soft prosperity never held. And to such the world pays honor. Easy jobs never developed a Washington or a Lincoln, a Carnegie or a James J. Hill. It takes times like these to breed men.

The hard-job spirit is in the air. We have caught it again. We have drawn some tough assignments lately. We have put them through, and enjoyed them. We are keen for more.

Send us your *difficult* engraving jobs.

Stafford Engraving Company

"THE HOUSE OF IDEAS"

Artists : Designers : Engravers
Engraved and Steel Die Embossed Stationery

Indianapolis



EMERSON SAID

*"The virtue of books
is to be readable."*

EMERSON BOOK BLACK

will not fill up the finest type. And it costs only 40c. per lb. in 25 lb. lots,
and even less in larger quantities.

J-M-Huber

Dry Colors Carbon Black Varnishes Printing Inks

65-67 West Houston Street, New York

Baltimore Chicago Omaha St. Louis Boston Cincinnati Philadelphia San Francisco
London, England Toronto, Canada Factories: Brooklyn, N.Y. Bayonne, N.J. Dola, W.Va. Swartz, La.

HUBER'S colors in use since 1780

SAVE TIME AND KEEP INK OFF YOUR KNUCKLES BY USING

Pressman's Angle Ink Knife

PATENTED MARCH 2, 1915



Angle B Ink Knife (for cylinder press fountains)



Regular Angle Ink Knife—Round End



Regular Angle Ink Knife—Square End

MADE of the best
Swedish Steel,
oil tempered and fin-
ished. Use the best.

THE INK KNIFE
TRADE MARK

THE ANGLE INK KNIFE IS FURNISHED
IN THE FOLLOWING SIZES AND STYLES:

8 inch, Angle B	
10 inch, Angle B	
6 inch, No. 1	Round End
8 inch, No. 1	Round End
10 inch, No. 1	Round End
6 inch, No. 2	Square End
8 inch, No. 2	Square End
10 inch, No. 2	Square End

IN STOCK AT ALL SELLING HOUSES

American Type Founders Company

Some of the largest printing plants in the country have equipped
all of their presses with the new Model-C

Doyle Electric Sheet Heater

Patented

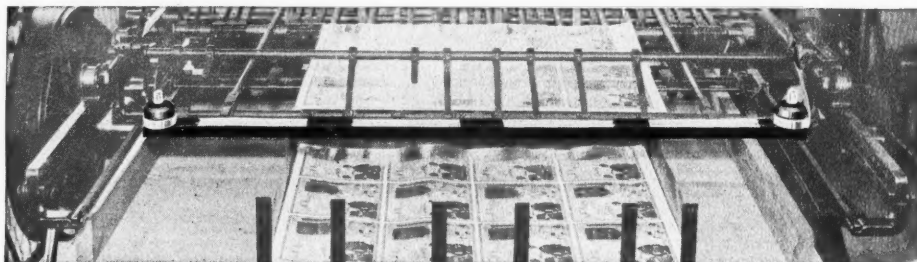
THERE'S A REASON



Showing Construction of the Model-C Heater For Miehle Presses

Pressmen prefer it. It does not endanger their health. It eliminates fumes which subtract from the efficiency of every employee in the plant.

The very best and most up-to-date method for the successful banishment of pressroom difficulties. The easiest heater to operate—always under control of the operator. Built of the very strongest material, every part guaranteed.



Showing attachment to Miehle Press, tape delivery

Every Model-C Heater Sold Has Stayed Sold

Because This Is What It Does:

Increases Production
Permits Quick Back-up
Saves money
Eliminates Delays
No Danger

Eliminates Electricity
Improves the Work
Prevents Offset
Permits Carrying of
Plenty of Ink

No Fumes
Insures Perfect Jogging
Increases Speed of Running
Assures Proper Register
No Waste Heat

The Reflector-Type Heater is designed for Kelly Presses, Miller Feeders, Cleveland Folders, and cylinder presses using fly delivery.

Send for a catalog and price list

*When writing mention the size and kind of press and the voltage of
electrical current used for lighting and power*

BRITTON & DOYLE

CLEVELAND, O.

Special Offer
REDUCED PRICES
on

Doyle's Brilliant Gold Ink

Varnish, \$2.00 per pound

Powder, \$2.00 per pound

Sold in one-pound cans

Dries Perfectly

Retains Its High Luster

Works like ordinary printing inks on many kinds of stock

Lays solid, with sharp and clean impression

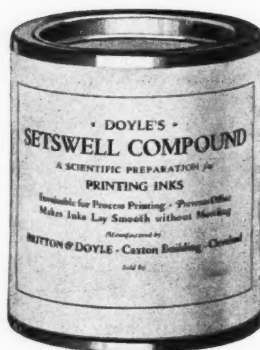
Does not dry on the press

Doyle's Setswell Compound

One dollar per pound

Prevents Crystallizing.
One color can be printed
over the other on a two-
color press, immediately
or two weeks later.

It conditions the ink to
your requirements.

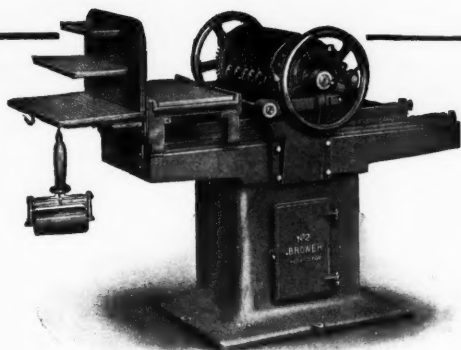


Prevents most Picking.
Helps prevent Offset. Not
a reducer and not a dryer,
but better than either.

It softens the ink without
reducing or weakening the
color. It sets the ink with-
out drying or hardening.

Doyle's Setswell has been formulated and produced to meet with the exigencies that the ink maker cannot anticipate. It is developed to change the character of your ink to correspond with the changes in temperature and stock that are bound to occur in the best regulated pressrooms.

BRITTON & DOYLE
CLEVELAND, OHIO



Brower Efficiency

Taking proofs occupies considerable time in the pressroom and it is of prime importance that the proof press should involve the fewest possible motions. A little time wasted in taking each proof soon makes a surprising total. The

"B. B. B." Proof Press

(Brower Ball-Bearing)

is designed to eliminate all unnecessary movements and to give clear distinct proofs that show up bad letters instantly. The No. 2 Brower, shown above, has a bed 17 by 26 inches. The No. 0 Brower is a smaller but equally efficient proof press with a bed 14 by 20 inches.

Write for Descriptive Circular.

A. T. H. BROWER COMPANY

233 West Schiller Street, Chicago, Ill.

For Sale by the AMERICAN TYPE FOUNDERS COMPANY
BARNHART BROS. & SPINDLER

S. COOKE PROPRIETARY, Lmt'd, Sole Agents for Australia.

We do more than sell you a machine

Our service does not consist merely of selling you a tying machine. Our efficiency experts are at your disposal to assist you in solving any tying problems peculiar to your own business.

The BUNN Package Tying Machine

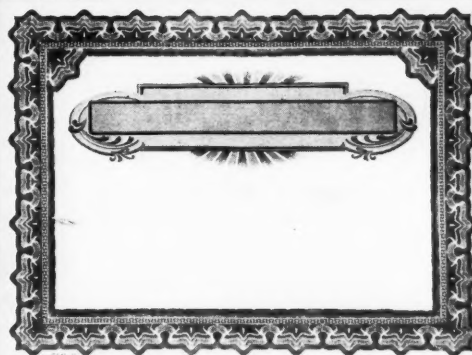
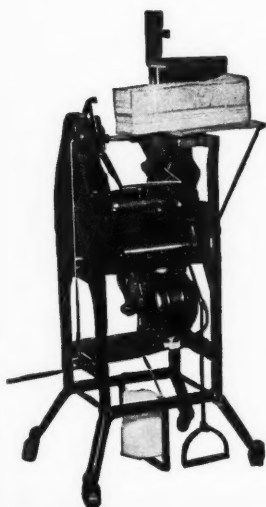
Saves Time and Twine

Will do more work and better work than the most expert hand worker in your shipping room. Any boy or girl can soon learn to operate it. The machine can be easily moved and it takes power from any lighting socket.

Placed anywhere on ten days' free trial. Full information on request to

B. H. BUNN & CO.

7329 Vincennes Ave.
Chicago, Ill.



Go to Goes for The Goes Bordered Blanks

An original and diversified assortment of 75 styles of artistic border designs, perfectly lithographed in a variety of colors and in a wide range of proportions and styles, some as large as 17 by 22 inches, others but 3 1/4 by 7 inches.

Having no wording whatever upon them, these styles differ materially from the large variety of the Goes Stock Certificates.

ALL Printers, regardless of their specialties, will find them attractive, and appropriate for ALL purposes that require dignified, high-grade bordered blanks.

The Goes Record Books

both for Corporations and Common-Law Companies; have been carefully prepared and arranged for use by such organizations.

The Goes Printer's Helps

also include blanks for
Common-Law Certificates Bonds
Stock Certificates Diplomas
Interim Certificates and Certificates of Award

The Goes Art Advertising

Check-Book and Business-Card Blotters
Monthly Service Cards Calendar Pictures
Mailing Cards Calendar Mounts
Blotters Calendar Cards

Lithographed Calendar Pads

New and beautiful full-color blotter designs, prepared especially for Easter publicity, will soon be available.

When requested, we will send samples or descriptive matter of any or all the Goes Products.

Goes Lithographing Company

45 West 61st Street, Chicago



*Imitation is the sincerest
form of flattery*

The Craig Sales Corporation are the pioneers in the manufacture and sale of Electro-Magnetic Gas Devices for the elimination of offset and static electricity. Their success has caused many imitators to place similar devices on the market, but none of them have been able to improve on the

Craig Electro-Magnetic Gas Device

We have plenty of testimonials which we will gladly send on request, or, better still, we will furnish a Craig Electro-Magnetic Gas Device for trial in your plant. If it does not accomplish all we claim and does not prove superior to any other device on the market, you may return it and we will cancel the charge.

CRAIG SALES CORPORATION

636 Greenwich Street, New York City

**CAST
RIBLESS
AND
LOW
SLUGS
ON YOUR
LINOTYPE
OR
INTERTYPE**

Make Your Machine a Slug and Rule Caster

No Special Molds Required: Outfit Costs Only \$8.00

Hundreds of dollars in time and materials can be saved with our Ribless and Low Slug and Rule Casting Attachment by those who care for clean, up-to-date printing. Why use ribbed high blanks or rules, when you can cast with the same facility ribless low slugs and smooth rules, same as typefounders', with an outfit which is always handy, dependable, easily applied and so inexpensive that it **PAYS FOR ITSELF IN A FEW HOURS?**

With our Low Slug Matrix Slide and our Non-grooved, Self-adjusting Mold Cap Attachment, you can cast any number of low, smooth and square slugs, 30 picas long and 54 points high, on the ordinary (universal) mold of your machine. Moreover, you can cast your rules, borders and dashes without ribs, same as foundry material. The operation is as easy as recasting ordinary slugs from matrix slides. The Mold Cap Attachment can be applied to the mold in the time it takes to change a liner, and is so made as to produce ribless low slugs or rules, of even thickness and exact height, with no more than the ordinary care on the part of the operator. Ordinary liners and ejectors are used, and no other changes or adjustments are required. Can be applied on any machine having Universal mold.

Price: 30-em 6-pt. Low Slug Slide, and up to 9-pt. Mold Cap Attachment, \$8.00.
Money refunded in 10 days, if not satisfactory.

THE NORIB COMPANY 132 West 31st Street, NEW YORK

Write for more details. In ordering state whether outfit is to be used on Linotype or Intertype. Special rates to parties who can equip a number of machines.

The Type You Have Been Waiting For—

Cooper Black

A bold Roman that is a Real Type—a strong and dominating design of noble character—a letter that lifts advertising above the mass and makes its message known with the compelling force of powerful expression [Designed by OSWALD COOPER to augment the COOPER SERIES recently cut by us]

IS READY NOW IN FOURTEEN SIZES

120·96·72·60·48

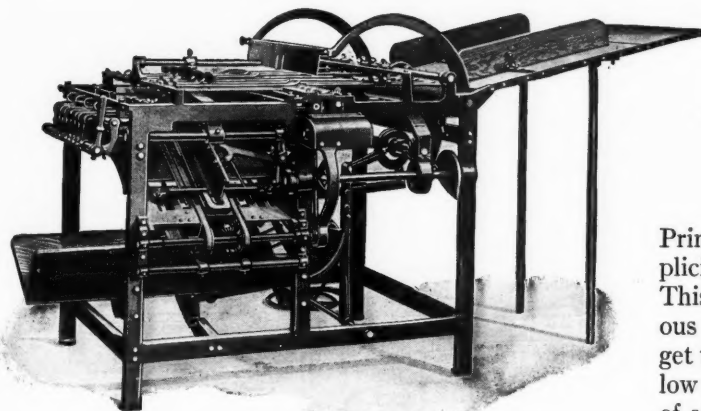
6·8·10·12·14·18·24·30·36

Write for Advance Specimen

Barnhart Brothers & Spindler

ORIGINATORS OF TYPES THAT TALK

Chicago Washington Kansas City Dallas Saint Louis Omaha Saint Paul Seattle



The

Liberty Folder

Printers have pronounced the simplicity of the Liberty marvelous. This simplicity isn't only marvelous but is absolutely necessary to get the greatest efficiency. It means low first cost, low up-keep, but best of all a machine that the average help can keep in running condition.

The Liberty is the only high-grade medium-priced machine on the market. It will handle 85% of the work in the average office without the usual fuss and spoilage. The Liberty is built in various Models for different requirements. Prices range from \$490 for a 16 x 22 machine to \$990 for the large bindery machine, 22 x 32. Right angle, parallel folds or a combination of both. Every Liberty Folder is fully guaranteed for five years.

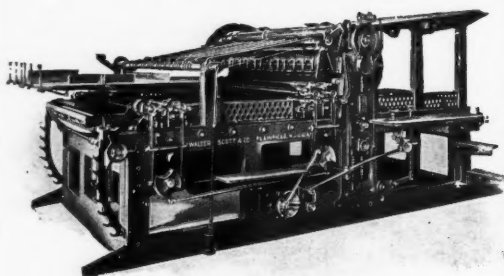
THE LIBERTY FOLDER COMPANY, Sidney, Ohio

(Originators of simple folders)

AGENCIES IN ALL THE PRINCIPAL CITIES

NEW SCOTT CYLINDER PRESSES

Ready for Immediate Delivery



SCOTT FOUR-ROLLER PRESS
Front Fly Delivery

Scott Two Revolution Presses

One No. 4 Press, bed 26 x 36 inches, has two form rollers, geared distribution, front fly delivery.

One No. 5 Press, bed 29 x 42 inches, two form rollers, front fly delivery.

One No. 4 Press, bed 27 x 36 inches, has four form rollers, front fly delivery.

One No. 8 Machine, bed 41½ x 52 inches, has four form rollers, and printed side up delivery.

One No. 4 Press, bed 27 x 36 inches, four form rollers, and printed side up delivery.

One No. 7 Press, bed 38 x 51 inches, ideal press for weekly newspaper or small city daily. Prints four pages of seven column paper.

SCOTT DRUM CYLINDER PRESS

Bed 32 x 47 inches. Prints six column quarto newspaper and job work. Has two form rollers, table distribution. A very good machine.

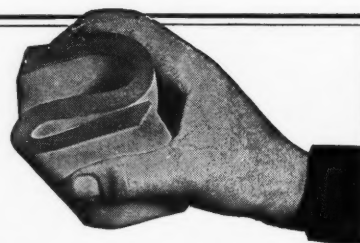
Write for price on press you need.

Walter Scott & Co.

New York Office: 1457 Broadway
Chicago Office: Monadnock Block

Main Office and Factory:
Plainfield, New Jersey, U.S.A.

Cable Address: Waltscott, New York
Codes Used: ABC (5th Edition) and Our Own



Expensive Equipment Unnecessary

The apparatus needed to heat glue by gas, steam or electricity for tabbing is not needed with

NUREX

Patented June 1, 1920

Tabbing Compound (Now standardized)

All you need is a tabbing pot and a brush. As Nurex does not require heating there is no fire risk and the pot can be placed wherever it is most convenient. There is no waste with Nurex, as any that accumulates on the padding table can be redissolved and used again. And pads tabbed with Nurex remain firm but flexible in all seasons and climatic conditions.

NUREX REDUCER is a new compound which will give absolute satisfaction when it is necessary to thin Nurex Tabbing Compound. Less of this solvent is required than of benzol and it is non-inflammable. It is also an effective type or roller wash.



Nurex Tabbing Pot

*For use with Nurex Tabbing
Compound*

The cone friction cover prevents evaporation and keeps the brush upright and ready for use.

Look up the list of dealers in the February issue of The Inland Printer. A trial shipment from your nearest jobber will convince you of the convenience and efficiency of Nurex.

The Lee Hardware Co.

SALINA, KANSAS

The Monitor System



The modern high speed litho or letter press requires instantaneous, complete control best afforded by the Monitor—the original "Just Press a Button System" which provides for every necessary stage of operation—threading, inching, and any variation of speed, up to the highest used.

We'll gladly send complete details.

Monitor Controller Co.
Baltimore, Md.
New York, St. Louis, Chicago, Buffalo,
Philadelphia, Cleveland, Boston,
Cincinnati, Detroit, Pittsburgh.
2154

Monitor
Safety Lever
Control
Station

"Just Press a Button"

ESTABLISHED 1842

JAENECKE-AULT CO.
SUCCESSORS TO THE JAENECKE PRINTING INK CO.
FINE TYPO & LITHO INKS
DRY COLORS & VARNISHES
JACO PRODUCTS

The Ault & Wiborg Co.
trademarked the name of
SURPRISE BLACK
but the courts have canceled their registration on the grounds that we originated and first used it. We have now trademarked the name "SURPRISE BLACK" and infringers thereof will be prosecuted.

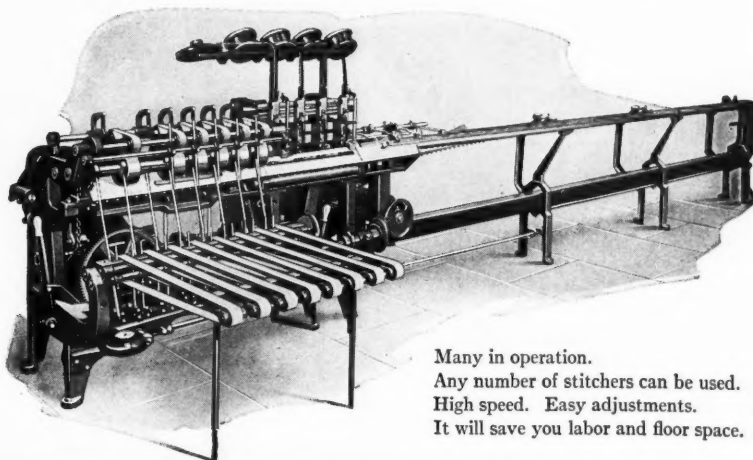
OFFICES AND FACTORY



NEWARK NEW JERSEY

CHRISTENSEN'S *Latest Type* Stitcher- Feeding Machine

Do not confuse this machine with our former machines as this is a new design.

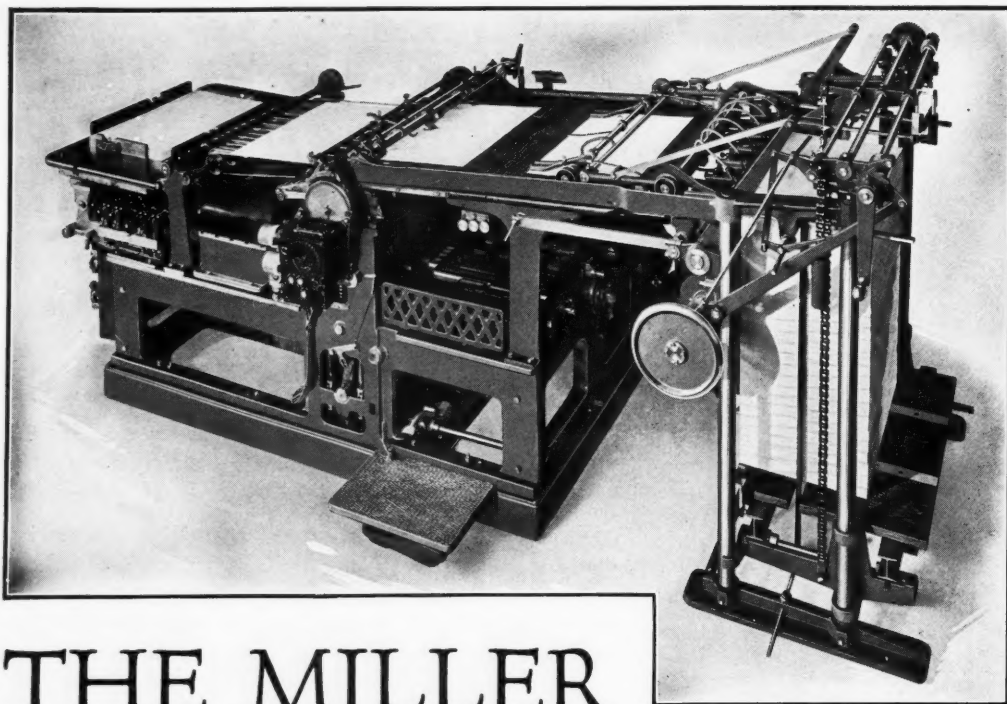


Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY
RACINE, WISCONSIN

Canadian Agents:
TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada
CANADIAN-AMERICAN MACHINERY CO.,
63 Farrington Street, London, E. C.
Eastern Agents:
GEO. R. SWART & CO., Printing Crafts Building,
461 8th Avenue, New York, N. Y.

Southern Agents:
J. H. SCHROETER & BROS.,
133-135-137 Central Avenue, Atlanta, Ga.
Chicago Office:
Room 469-71 Transportation Building,
609 South Dearborn Street, Chicago, Ill.



THE MILLER CYLINDER PRESS FEEDER

THE application of MILLER time-tried principles of Automatic feeding as exemplified in the design and construction of more than 15,000 Miller Automatic Feeders for platen presses, explains in a sentence the secret of the *correct functioning* and QUICK-CHANGE ADVANTAGES of the NEW MILLER CYLINDER FEEDER.

POSITIVE air separation and air control of sheet from pile to feed guides, eliminating all customary tapes, auxiliary grippers, sheet stops and other complicated, time-consuming adjustments, insures the *profitable handling* of *short runs* as well as *continuous operation* on *long runs*—the simple explanation of the 50% to 100% production increase in MILLER CYLINDER FEEDER-equipped shops.

ITS accurate register, enhanced by assured freedom from tape marks, gripper indentations and other mechanical defects which commonly mar the beauty of an otherwise perfect job, are attributes which make for a *uniformly high quality product*, pleasing alike to producer and patron.

THE MILLER CYLINDER FEEDER is applicable to standard pony sizes of Miehle, Whitlock and Optimus Two-Revolution Presses. Feeders applicable to other sizes and makes of presses are being developed—to be announced later. Write for particulars, giving name, size and serial number of your press equipment.

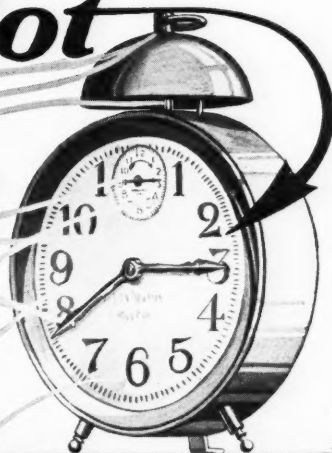
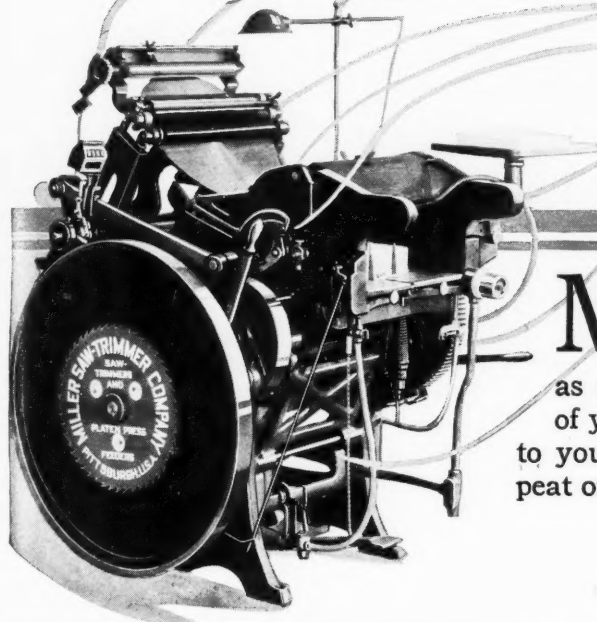
MILLER SAW-TRIMMER COMPANY
PITTSBURGH, U. S. A.

Branches: Atlanta — Boston — Chicago — Dallas — New York — Philadelphia — San Francisco

Right on the Dot

TIME IS MONEY

**MILLER AUTOMATIC FEEDERS
INSURE DELIVERIES AS PROMISED**

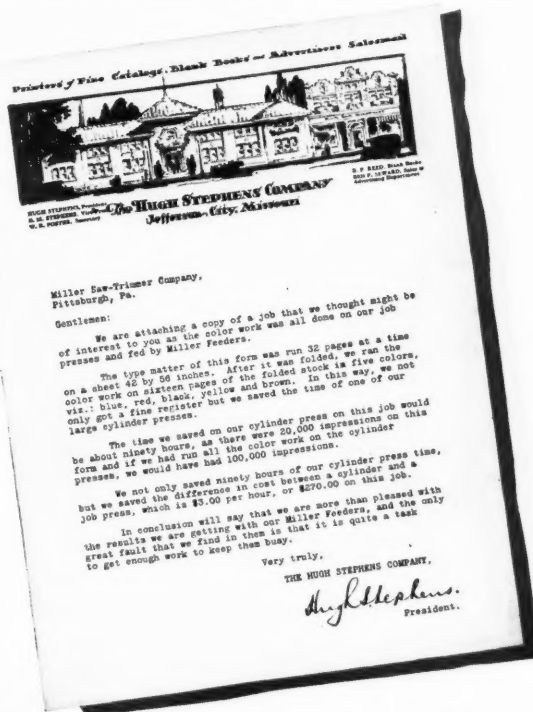


MILLER AUTOMATIC FEEDERS make it easy for you to work up to your schedule and make deliveries as promised, without sacrificing the quality of your printed product. This kind of service to your customers is your strongest bid for repeat orders and a constantly increasing business.

HANDICAPPED by hand feeding, it is physically impossible for you to even approach the high production and quality standards established by the tireless energy and mechanical accuracy of MILLER FEEDERS. It is also impossible to profitably compete with your MILLER-EQUIPPED neighbor, who by eliminating the costly human element of hand feeding, materially reduces his labor cost.

The letter here reproduced, from The Hugh Stephens Company, Jefferson City, Missouri, is typical of how more and more of the live, progressive printers are coming to realize the advantages of MILLER FEEDERS, not only on the regular run of platen press printing, but also on what has heretofore been classed as *Cylinder Press Work*.

Drop us a line to-day on your letter head, requesting our New Miller Feeder Catalog together with particulars regarding our liberal selling terms.



MILLER SAW-TRIMMER Co.

PITTSBURGH, U. S. A.

BRANCHES

ATLANTA BOSTON CHICAGO DALLAS NEW YORK PHILADELPHIA SAN FRANCISCO

MILLER & RICHARD, Toronto-Winnipeg, Canadian Sales Agents, except in Province of British Columbia



VOL. 68, No. 6

MARCH, 1922

The Leading Business and Technical Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

LEADING ARTICLES IN THIS ISSUE

The Dummy and Layout, or Visualization of the Finished Product.....	769
BY AXEL EDW. SAHLIN	
Psychological Research for the Printing Industry.....	771
BY ROBERT C. CROES	
Letters to a Printer's Devil.....	772
BY R. T. PORTE	
Curios Found in the Dictionary.....	774
BY F. HORACE TEALL	
Solving Problems of Doubt in Articles We Read Today.....	775
BY DUNCAN FRANCIS YOUNG	
Direct Advertising: The Relation of Direct Advertising to Other Advertising and to Business in General.....	781
BY ROBERT E. RAMSAY	
Background Patterns Set on Machine.....	786
BY ROBERT F. SALADE	
Uncle Sam Prescribes Typographical Display for Mail Forms.....	789
BY WALDEN FAWCETT	
A Simple Method of Arranging Headings for Country Newspapers.....	796
BY A. H. RITTENHOUSE	
The Modern Trade Composing Room.....	810
BY F. W. C. FRENCH	
A Few Ideas and Suggestions for the Salesman.....	810
BY IRA W. WOLFE	
The William Bowyers and Other Printers Contemporary with Them.....	811
BY HENRY LEWIS BULLEN	

Complete classified index will be found on page 861

PUBLISHED MONTHLY BY

THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, U. S. A.

New York advertising office, 41 Park Row.

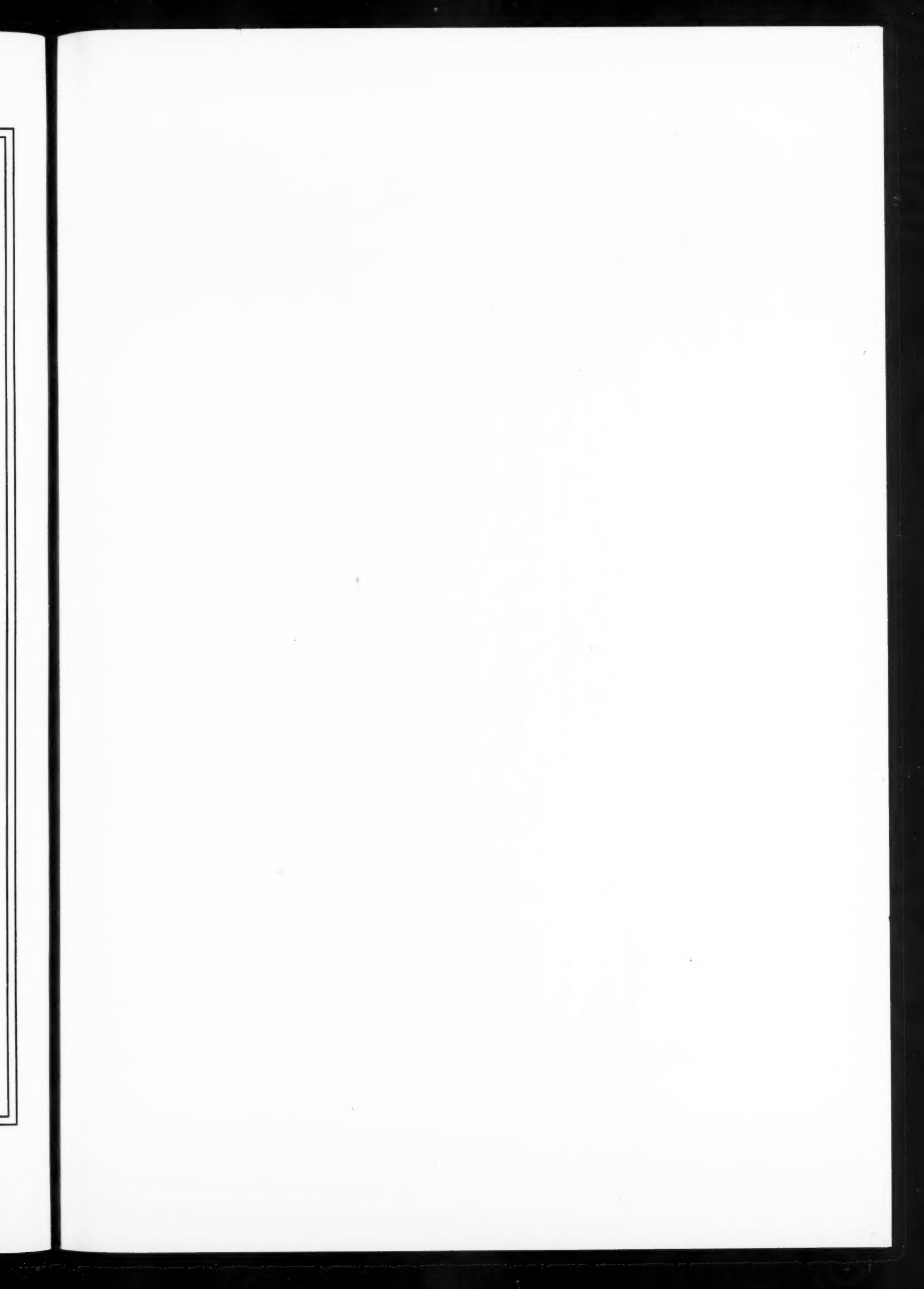
Address all communications to The Inland Printer Company

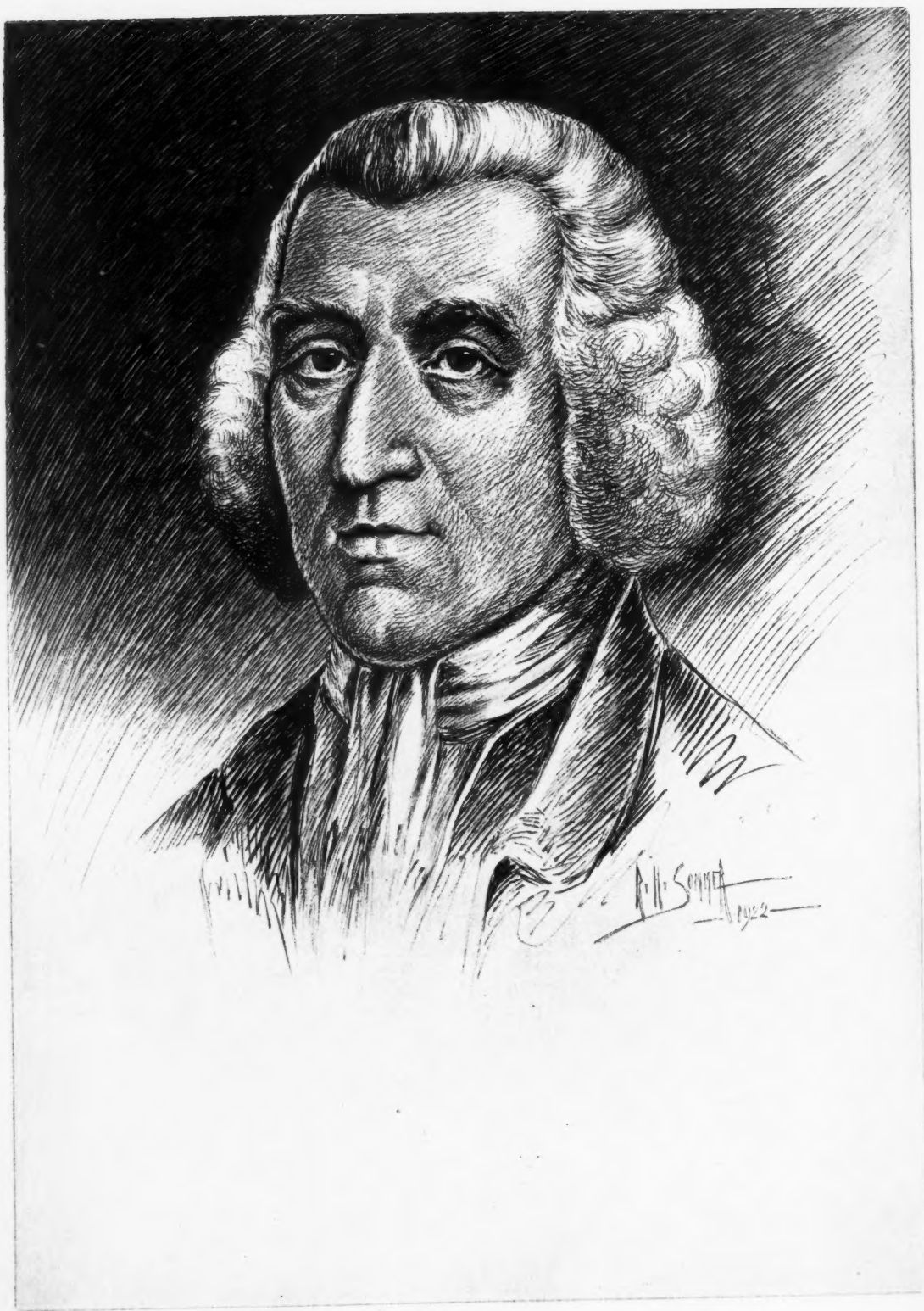
TERMS: United States, \$4 a year in advance; Single copies, 40 cents. Canada, \$4.50 a year; Single copies, 45 cents. Foreign, \$5 a year; Single copies, 50 cents.

Entered as second class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.

Copyright, 1922, by The Inland Printer Company.

THE HENRY O. SHEPARD CO., PRINTERS, CHICAGO.





Copyright, 1922, by The Inland Printer Company.

EARLY MASTER PRINTERS
WILLIAM BOWYER II.
1699-1777



LEADING BUSINESS AND TECHNICAL JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 68

MARCH, 1922

NUMBER 6

THE DUMMY AND LAYOUT, OR VISUALIZATION OF THE FINISHED PRODUCT

BY AXEL EDW. SAHLIN



OWADAYS people understand characteristic and beautiful typography more than they ever did before; they also demand it, and it is produced successfully. Just as in building it is necessary to have an architectural plan before the actual construction is started, so also does printed matter require careful planning and designing. The dummy is the blue print, and it is necessary to good and beautiful work, whether the job be a business card or a pretentious book. Buyers of printing are just like buyers of any other product — they want to see it first, they do not want to “buy the pig in the poke,” they want to be pretty sure of what they are getting. And you do not get very far by simply *talking* to your prospective customer about printing. Let him visualize the thing! The best way is to show your idea of whatever you think your customer is in need of; have it laid out as nearly like the finished product as possible. Then you certainly have something that *talks for itself*.

Salesmen often rely on the dummy to “get the business.” The dummy has proved itself to be one of the most dominating features in securing orders. It has the constructive elements in securing business, and it also demonstrates the value of planning all the details carefully in advance. The dummy should always be made up of the exact paper and the exact size of the finished product. It has approximately three important purposes: First, to show the customer the appearance of the finished product. Second, to show the printer what is required. It also helps him in making the estimate. Third, to help the artist get the best effects before he starts to make his final drawings.

There is advertising value in any dummy that is planned accordingly. It identifies, and also attracts. Best of all, it *sells the job* in most instances, and perhaps strikes “13,” in Elbert Hubbard’s language.

And by the way, Mr. Advertising Man, if you find your customer’s sales have decreased, why not apply yourself to the task of helping him empty his shelves? You can do it by selling an advertising campaign that is well planned and well thought out.

Though your prospective customer does not exactly need to be from Missouri, show him layouts and dummies, with copy and illustrations and all that is needed. To increase his sales will increase your clientele as well as your profits.

Every print shop or advertising agency should have layout men, men who know the business from A to Z, who have served their time at the case, have artistic ability, know color combinations, paper, balance and proportions, appropriateness, etc.

The making of typographic dummies is a fine art, just as the painting of pictures is a fine art. The artist painter works with brushes and colors, and the typographic artist or layout man works very much in the same manner, except that in addition he draws plans and marks up the copy for other craftsmen to follow, putting them into concrete form for printing.

The prospective dummy or layout determines the proper widths of the text matter, type face and size, typographic arrangement, colors and paper. The character of the business, of course, has first of all been considered, practically everything has been visualized and studied.

Certain type faces harmonize better with certain kinds of paper, and appropriate decorations are used for the work in hand. All these things are fully thought out by the layout man, which saves a lot of time all

around, especially nowadays when time is so expensive. It is not as it was in the good old days, when you could take all the time in the world to produce a job which did not amount to anything and furthermore was not worth the time spent on it after all.

Still there are many shops in existence today which do not consider a job at all before they start it. They simply go ahead and set it up without a plan, just get it out of the way, any old thing will do. Margins, proportions, balance, shape harmony, contrast, display, etc., are never thought of; it certainly is a crime. This is where many who order printing get "stung." Of course they might get it cheap, but it is expensive in the long run.

I should like to quote a phrase from "Jim" Kibbee's *Typographia* which will make you feel good, at least it made me feel that way. He said to a man who came into his office with a most ungodly layout for a job of printing, "Why, that thing would do you more harm than good, and I will *not* produce a piece of printing which I know is not going to be of value to my customer."

When you can show your prospective customer a complete layout of his job, planned with care throughout, he will then be able to see that there is indeed a marked betterment in the general quality of printing. And the constant tendency of typography is toward a higher artistic level. Nearly every buyer of printer's ink today demands something more than type tastefully assembled—his call is for printing that delivers the message.

In advertising literature, as for example, booklets, catalogues and circulars, the main idea is to attract attention to the goods described; and to do this you must use something more forceful than just plain cold type. You can always get a certain atmosphere of truth from a good photograph or illustration of some kind in keeping with the message, and this is what helps to put the sale across. Pictures tell their stories in a universal language.

In most magazines today you will find some advertisements which are very beautiful and attractive from the standpoint of both typography and art, and you can see very plainly that they have been carefully thought out. It is a good idea to study magazine advertisements.

Now, once more, before you start to lay out or build a job, you should always read the copy over very carefully, then visualize the whole job and have it clear

in your mind; and do not forget the consideration of size, paper, type, ink, etc. Then go to it. First of all, the aim should be to satisfy the customer. Credit comes in due course to the shop, if it is due.

I have also realized that a good way to make up attractive dummies is to lay them out first in the best possible way, get paper that cuts with the least waste (better no waste at all, of course), state how many words you need for headings and text, and cooperate with the copy writer, having him furnish equally good copy to fit the spaces in the layout. In this way I have succeeded, and have found out that good work can be produced in this manner without too much cost. It is also worth while for the shop, and the salesman has something to sell from.

In many print shops a lot of good waste paper is piled up that can be used to good advantage for small jobs, as for example, folders, envelope stuffers, etc. Here is something for a layout man to do, think up ideas for using up such paper, especially during the slack seasons.

A layout man can also work up new creative ideas for the shop to sell, and in this way create new business. Service of this kind is attractive and gives a good return for the time spent. It pays to give your clients and prospective customers a complete service or some kind of advertising campaign, because they are often too busy to bother about thinking up something themselves, and if they see something worth while the order surely is yours.

Your customer may sometimes feel quite a bit flattered to have things planned for his benefit in this manner, so go to it, carry "A Message to Garcia." It pays. All dummies can be laid out in such a way that if one of the firms turns you down the dummy can be used for the next one you try to sell, but nine times out of ten the first prospect buys.

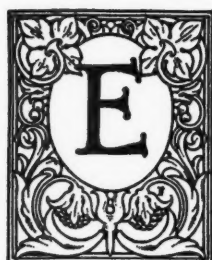
When really neat, attractive and excellent dummies have been prepared, when the copy and the layouts have been arranged in a way to show the artwork or necessary halftones, also the color combinations of ink; and last, but not least, when the quality of paper has been carefully considered and selected, they certainly play an important part in the salesman's argument, and invariably secure the customer's signature on the dotted line.

Successful printing and successful printing salesmanship depend in a large degree upon this assembly of parts and their visualization in the dummy.

Advertising is effective in the degree of the talent employed to do it. The Gospel is advertised from tens of thousands of pulpits facing half empty benches. Is the Gospel at fault? No, but the preachers are. They offer everlasting happiness, but don't know how to sell it. When the preacher knows how to interest and convince his hearers there is standing room only in that church. The difference is in the preacher. Moral: Employ the better preacher and the better advertisement.—*Collectanea*.

PSYCHOLOGICAL RESEARCH FOR THE PRINTING INDUSTRY

BY ROBERT C. CROES



VERY student of conditions in our industry agrees there must be more efficiency, and every publication devoted to the trade has taken up the cry. From the management to the janitor none has been spared, but is all this advice and pleading falling on deaf or hostile ears? Once in a while a feeble effort is made to admonish craftsmen to give the best they have to the industry, and the finger of scorn is pointed at the slacker. Apparently the craftsmen as a whole have not yet seen the light in their own interest. Efficiency is a word or subject which is distasteful to the average craftsman. The cry is not without justification, but all craftsmen are not capable of attaining the same degree of efficiency.

Perhaps the industry has been too busy with other things to give attention to its human problems, and conditions are the result of antiquated methods inherited from past generations.

Machinery and methods are efficient only to the extent that the human mind in control is efficient. Of what use are our machines without the directing mind? We have awakened to the fact that we have perfected the mechanical elements and now find the human side below par. If it isn't profitable to keep the cart before the horse, why not change?

Perhaps science has not placed its prospectus before us in black and white as our equipment manufacturers have, and we do not know whether she has anything to offer for the general good. Observing efficiency as we find it today, let us look back for instance at the manner in which our apprentice material has been started, and then figure out if possible the gain in money and efficiency that might go to the industry if a more scientific way might be found to distinguish the good from the bad before it is too late.

The industry itself might be likened unto a great country with each printing plant a home rule municipality in itself, each plant with its own ideas, systems and traditions. In no two plants do the same methods hold good, and by no conceivable stretch of the imagination is it likely that they ever will. But in all this vast difference we have some methods in common.

In the past very little attention has been given to the personal fitness of the young man or woman who wanted to enter the business.

Of all the different systems and methods of the thousands of printing plants this has been one thing where there has been uniformity. It has simply been a case of the young fellow looking for a job and not

the job looking for the fellow. As a result of this uniform system we now have prospects and liabilities in all branches of the business who would undoubtedly have made a success at some other trade and, incidentally, saved the industry many a dollar, had there been a more scientific way of determining their mental fitness for this trade at the time they started. It is nothing more or less than a life tragedy and a tremendous economic waste to the industry.

A young man is looking for a job. There may be several reasons why he might choose the printing trade, but there are also many reasons why his qualifications should be determined, for his own welfare as well as for the welfare of the printing industry. Easy work at good pay is what he is looking for. Oh, yes, he seems to be a bright sort of fellow. He starts at three, five, seven, ten or fifteen dollars a week, depending on the prevailing scale of wages. He advances reasonably well the first three or four years, but one day both he and his employer wake up to find that he has about reached his limit. He hasn't the mental qualifications for further advancement and perhaps he is not up to the average in his present job. He tries but just can't make it, and he has reached that point where pride or necessity will not allow him to try something else. He is not an asset but a liability to the trade. The printing business is an exacting one, and it is assets that are needed. A printer unfit for his calling is a dissatisfied worker, a menace, and an economic liability to the industry.

Perhaps this thought has been in the minds of many employers who realize that more and better craftsmen and executives are needed. There are numerous schools of recognized standing, and otherwise, which teach various branches of the trade. With the majority of those which teach the students a general knowledge of the elementary operations of the trade no fault can be found, but let us beware lest by any chance an attempt be made to deliver the product of any institution without question into our commercial life. It would probably produce worse conditions than we now face under the old system. We spend millions of dollars in costly machinery and equipment, and the tendency of the industry has been to consider such equipment as the last word in printing plant efficiency. The human element, in the majority of cases, has been left almost entirely neglected.

Münsterburg, in his book on "Economic Psychology," published some ten years ago, makes some general observations which apply to conditions in our trade today. "The industrial world, which strained all energies to make every possible use of scientific progress in physics and chemistry, entirely ignored

until a few years ago the results of scientific psychology. The factories were supplied with the best machines, and the greatest care was taken to keep them at the point of the highest efficiency, but nobody seemed to consider that the mind brain apparatus of the workingman is the most essential element of the plant and its efficiency the most momentous condition for the commercial output." Again, "The true need is for scientific psychological studies from the point of view of the economic problem. The difficulties are certainly incomparably greater than those of the educational field. They begin with the endless diversities of practical demands, compared with the far reaching uniformity of school work. Every trade, every factory, has its own groups of problems. The psychological conditions which hold good for the textile worker are not those of the printer or steel worker. The individual needs the place for which his mental

disposition makes him fit, and the work demands the individual whose abilities secure his success."

How few of our great minds have given this problem more than a passing thought. We have read instructive articles on almost every phase of the industry, but few indeed express themselves on the betterment of the human side of our business. Yet after all it is the human side which is the key to the whole machine.

Many are the stories that can be told of the practices and inefficiency of your competitor's plant. An intimate knowledge of conditions only convinces one of the great need of greater care in the makeup of our permanent shop organizations. Efficiency can be attained and a substantial cost saving shown by a more scientific study and selection of craftsmen. Permanent improvement of the industry will result if a more modern uniform plan can be established in selecting apprentice material.

LETTERS TO A PRINTER'S DEVIL*

BY R. T. PORTE

Introduction



OF the thousands of letters that have come to my desk during the past few years none have interested me more than those from young men who have just started to learn the printing trade, or who are starting in business and are looking for advice or information on some of the problems which they encounter.

Usually our correspondence is of brief duration. After one or two letters it nearly always ceases, but during the past two years one boy has written me a number of letters. The questions he asked, the comments he made, and other matters which we discussed would be of general interest to a large number of young men who are learning the trade, so at the suggestion of the editor of *THE INLAND PRINTER* I have decided to publish the correspondence with my young friend.

I am always glad to hear from young men who are learning the trade, and nothing gives me greater pleasure than to be able to help them in solving the many problems which the apprentice encounters.

I was once a devil in a printing office where I learned how to space type properly, how to make ready on a platen press, how to kick the press and feed to register, and the many other things which form part of the printer's education. So from my own experience and what I have learned from the experience of others I am in a position to give practical advice as well as encouragement and sympathy.

*NOTE.—This is the first of a series of letters between Mr. Porte and a printer's "devil," in which Mr. Porte gives the young apprentice much helpful advice and encouragement on problems connected with learning the trade. Copyright, 1922, by R. T. Porte.

I sincerely hope that the letters between John Martin and myself, which are now being published for the first time, will be as great a source of encouragement and help to many other young men as they were to the one with whom the original correspondence was carried on.

The First Letter

CINCINNATI, OHIO, JANUARY 4, 1920.

Mr. R. T. Porte, Salt Lake City, Utah;

Dear Sir:

I hope you remember me, as I want to ask you what to do. You boarded with my mother when you lived in Cincinnati. I was eleven years old then and I remember you well.

Mother wants me to learn a trade, and as you used to talk so much about the printing business I thought maybe that would be a good one to learn.

Mr. Penrose, who has a printing office near here, says he will give me a job and teach me the business. I have just finished the second year of high school and would like to go on, but mother needs my help now and I want to help. Perhaps the printing business is not the right one for me and I know of no one to ask, but thought of you, and Mr. Penrose told me to write and get your advice.

I would be very glad to hear from you. Mother sends her regards.

Yours truly, JOHN MARTIN.

SALT LAKE CITY, JANUARY 10, 1920.

Mr. John Martin, Cincinnati, Ohio;

My dear John:

I was certainly pleased to receive your letter. I have very pleasant memories of the days when I boarded at your mother's house in dear old Cincy, and of the waffles she used to make for me on winter mornings.

So you are grown up and want to learn a trade? That is fine. It is what every young man should do, whether or not he intends to follow the trade all his life. If you do as well at printing as your mother has done at cooking you will be a mighty good printer some day.

When you have learned a trade, or rather the rudiments of it, no one can take it away from you. It is a staff you can rely upon, and in times of distress it might tide you over to better times. What I mean is this: If it should happen that you might leave the trade in after years because a better opportunity presents itself in business or in politics, or something else, remember that misfortunes may come; you may lose your money and other earthly possessions, but you will still have the knowledge you have acquired about your trade. That is yours forever.

Now let us compare the printing trade with others. Printing is more or less of an art, and it is also closely connected with literature, the use and understanding of language. Therefore, the better your knowledge of the English language, the better printer you will become, as it will enter into your work every day.

An understanding of art is necessary, because printing must please the eye and, after all, that is the real purpose of art. Why is a rose beautiful? Because it pleases the eye. The same is true of printing.

If I remember correctly you liked to read. You also did some drawing, rather crude, perhaps, but it showed you liked to draw. That one picture of a certain fat man, which you did not know I saw, was certainly crude, but it showed some evidence of skill, and though it was not particularly pleasing to me, perhaps it was to others.

Briefly stated, here are the qualifications for a successful printer: A fair general education, a good knowledge of English and a true appreciation of art. These qualifications are necessary whether you intend to be a compositor, pressman, machine operator or bookbinder.

I know Mr. Penrose, and you are certainly fortunate to have a chance to work for him. It is true that his shop is a small one and that is why you are fortunate. In a small shop you will have a chance to do many things and you can gain a better understanding of the trade. You will set type, run the press, do padding, perforating and trimming, run errands, deliver work and possibly call for some work. In other words, you will do a little of everything, learn a little of everything and have a good foundation for the building of future knowledge.

In school you studied a little of everything and thus you were able to acquire a knowledge of many things. You are now going to school in a printing office, a school where many great men have received their education, and you will now be paid while you are learning.

When I began working in a printing office I received \$1 a week. I think now they should have charged me \$5 a week for the privilege of working there. So if you get \$5 or more a week, remember that you are not

working for wages alone, but you are attending a school where you can learn something worth while, something no one can take away from you.

In my opinion printing is the most wonderful of all trades. It has such fine opportunities for a young man: today more than ever before. Of course if a young man enters the printing trade looking for an easy job with good pay he is likely to be disappointed. On the other hand, if he really wants to broaden out, to know more of the world and its people and all that makes life worth living, there is no vocation like printing. Not a day will pass but that something new will come up, something to improve your mind and make others happier.

Did you ever think how little of modern business could be accomplished without printing? Printing is the inseparable companion of achievement, because nothing can be accomplished today without printing entering into it in some way. It is the great tool that must always be used.

I write this to impress upon you that printing is not merely one of the trades, it is the one great trade of all, without which other trades would degenerate. All other trades depend on printing to spread knowledge about themselves, and printing is ever ready to help them. Advertising, which is conveyed to the public by means of printing, has made possible big business and production in large quantities, giving employment to millions of people in other industries and enabling us all to enjoy many of the little comforts of life that the richest man couldn't have bought a hundred years ago.

Whatever line of business you will eventually enter you are sure to use printing, and any knowledge of printing you acquire now will surely be valuable later on.

I know your circumstances and realize how great a help it will be to your mother to have you come home every Saturday night with your pay envelope. But that is not all you should think about. I, too, was the son of a widow, and the little money I earned each week helped mightily. I could have earned more money at some other occupation at the time, but not in later years. A few years after I started working in the printing office I was earning twice as much as some fellows who began work at other trades at higher wages than I received when I started. However you may feel about it now, the wage at which you begin amounts to very little. It is the future prospects which the job holds for you that really count.

In printing there is every opportunity to make a fair living, and perhaps more, though you will find few rich printers. But many have something better than wealth — happiness and an appreciation of the finer things of life.

I hope you will accept Mr. Penrose's offer. Remember that you are working for your future, and do not feel satisfied when you have finished your day's work at the shop. Read and study, with a view to improving your technical knowledge of the craft. Take up an extended course in English. Above all, read any

books you can obtain on the history of printing. Nothing will give you more inspiration and a better understanding of the dignity of printing than the study of the lives of the early master printers and their work.

Visit the art museum near Eden Park, the Rookwood potteries, the Gruen watch factory and the other industries in Cincinnati in which art plays an important part, and from these learn something about the principles of art. It will help you to be a better printer.

Please give my regards to your mother, and I hope when I next hear from you you will be working for Mr. Penrose. Remember me to him next time you see him and tell him I often think of him and his little shop, and know full well how he loves printing. You could not possibly work for a finer man or one who understands printing better than Mr. Penrose. It is a wonderful opportunity, so grab it, my boy, grab it.

Your sincere friend, R. T. PORTE.

CURIOS FOUND IN THE DICTIONARY

BY F. HORACE TEALL



ANY curious facts are revealed in dictionaries which we can not discuss here, mainly because we can not discover all in one examination. In fact, we can hardly determine when we have exhausted the extent of discovery, as something curiously new to us is disclosed by every glance which dwells on anything beyond the one point sought. My attention has been thus caught by the striking differences of pronunciation which so abound that I could not note a tithe of them in these articles. The particular instance just encountered is the word *demonstrate*. This is now always *dem'onstrate* in American speech, but *demon'strate* in British, while *remonstrate* is always pronounced with the second syllable stressed. The oddity here reminded me of just such difference elsewhere, as in *alternate*, *compensate*, *concentrate*, *confiscate*, *contemplate*, *enervate*, *illustrate*, in none of which is usage absolutely settled. I mention these merely as examples of inconsistency that abounds unchallenged in our speech. One of the most curious facts possible is found in the Standard Dictionary's strange statement that the word *dictionary* is pronounced with the penultimate vowel the same as the *a* in *fate*, which sound is never heard in such a word. Much more wonder is aroused in me when I find this stupidity copied literally in a book pretending to set forth the correct sounds for twenty-five thousand words that it says are frequently mispronounced, though many of them are never pronounced at all. Of course such a book gives us the amazing instruction that we should not say *kike* for *cake*! Numerous pronunciations of words as they are actually spoken are contrary to what the books record, and the speakers are not always wrong in such cases.

Disease is a curious word, or at least one of curious history. It is now used only of illness or sickness, and is little likely to attract any one's attention as an oddity in any common application. Yet we perceive instantly on consulting the dictionary that its original meaning is simply the natural one expressed by prefixing *dis* to *ease*. Thus Spenser, when he wrote of

passing a night in great disease, meant simply lack of ease, uneasiness, and not sickness or what we now call disease. To express Spenser's meaning now with the same number of syllables we should have to use the almost unknown word *malease* or the dialectal one *unease* (though Joseph Fitzgerald, in his book "Word and Phrase," defines *disease* in the old sense as *ill-ease*). Our present use of *disease* includes the old literal sense, but adds to that the sense of sickness in general and then specializes it to mean one (any) kind of sickness. Greenough and Kittredge, in "Words and Their Ways," mention the change in meaning of *disease* in their chapter on "Specialization of Meaning," and they imply that in the present sense it was once a euphemism by saying in their chapter "Euphemism" that it is no longer so felt.

One who reads the dictionary studiously to learn all that it can tell him will not skip the etymologies, which usually come first in the treatment of words after spelling and pronunciation. Readers who do skip these will fail to notice some very interesting and curious information, such as the striking fact that *dish* and *disk* or *disc* are from the same word, *diskos* in Greek and *discus* in Latin, and, as told in fuller etymological treatment, *dais* and *desk* are also what philologists call doublets of *dish*. Another curious fact is that in various languages *sk* is pronounced like our *sh*, as the word *ski*, which in its own tongue sounds like English *she*. The words *dish* and *disk* were long ago separated in meaning so that a *dish* was and is a rimmed or hollowed vessel, either a *disk* concaved or a square or rectangular flat-bottomed vessel, and a *disk* is a flat circular shape. The distinction is purely conventional and shows one way in which such words become distinct entirely as a matter of convenience. Of course the various special senses of these words arise naturally through transference of meaning, as *dish* for food served in a dish, and in other ways.

Another striking example like that of *dish* and *disk* is seen in the case of *drench* and *drink*. It may be curiously interesting to note here also that similar separating of sense gives us the words *blanch*, *blank*, *bleach*, *bleak*, *blench*, *blink*, all of which originally noted whiteness, but before long were separately established with distinct meanings, many of which do not

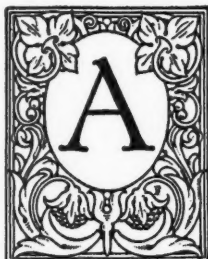
suggest whiteness. Drench seems to be the older of our first two words, though that is not certain; it is at least the one that expresses a cause of which drink is an effect, to drench meaning originally to cause to drink. Drench and drink have always been distinct in meaning, though they both rest on the one idea of swallowing liquid, one as cause and the other as action — one objectively and the other subjectively. It is plain that the difference is simply conventional.

I suppose everybody knows that dunce is from the name of the theologian Duns Scotus, but I think many will find curiosity aroused on hearing that dull-witted persons are called dunces by way of likening them to one so bright-witted as to be reputed "the wittiest of the school divines" by one of the most noted theological writers, Thomas Hooker. Of course our common use of the word dunce does not imply comparison to any certain person, for the direct comparison long ago disappeared; but our sense of the word arose through scornful vilification of one scholar and his

followers by scholars who held opposing opinions. Similar injustice has originated other words. Trench, in his "Study of Words," mentions mammetry as an instance, and says: "Mahometanism being the most prominent form of false religion with which Englishmen were acquainted, this word was used up to and beyond the Reformation to designate any false religion, and then the worship of idols. . . . Men did not pause to remember that Mahometanism is the great exception, its most characteristic feature and glory being its protest against all idol worship whatsoever; which being so, the injustice was signal in calling an idol a mammet or a Mahomet, and idolatry mammetry. . . . When in 'Romeo and Juliet' Capulet contemptuously styles his daughter 'a whining mammet,' the process is strange, yet every step of it may be easily followed whereby the name of the Arabian false prophet is fastened on the fair maiden of Verona." Maumet and maumetry are the spellings now most used, if these words are used at all.

SOLVING PROBLEMS OF DOUBT IN ARTICLES WE READ TODAY

BY DUNCAN FRANCIS YOUNG



LONG time ago I was a printer. The word printer in those days took in all there was to the trade, art or calling of printing. It meant that I was not only a typesetter and had served as printer's devil about some newspaper, but that I was a compositor, an ad. setter, a job printer and a book printer as well.

I had worked in the office of Lou Graham, one of the former presidents of the I. T. U., whose eagle eye never overlooked a space in the wrong place in book composition; I had served under W. R. Barrow, called the most artistic job printer in the South at that time, and been for a time with Chris Nungesser, than whom there was no closer proofreader known at that time. I had had the experience to be a first class printer, and when I went to work on the old *Times-Democrat* as a compositor it was not surprising that my ads. were among the most artistic appearing in the paper, and that night after night passed without my getting a galley to correct, so clean were my proofs. I had the uplift of printerdom at heart, and I wrote for *THE INLAND PRINTER*, *The Artist Printer* and *The Publisher and Printer*, as well as for other technical magazines of the period. I assisted at times in making up forms, and helped out on the proof desk. Then typesetting machines invaded the newspaper offices of the Crescent City, and conditions were rapidly revolutionized.

In the old days we called the man a blacksmith who needed pincers to take out a line for correction or put in a "dutchman" to space out a line of type. We had

the utmost consideration for the man who was ignorant and took potluck in holding his job despite dirty proofs, but the sloppy fellow who never knew anything, had no desire to learn and went through on pure bluff or influence, or because there was no one at the moment to take his place, we regarded as irredeemable and invariably encouraged such misfits to return to the farm, which had lost a good hand when he entered a print shop.

I never learned to operate a machine. Somehow my mind seemed to lean more toward the artistic than toward mechanics. I learned to play upon a musical instrument. When mechanical music became prevalent, however, I gave up my musical career. When typesetting machines were introduced I retired from the business and repaired to a country town, where I ran a newspaper of my own. Then I went into the mercantile business, and eventually was drawn into banking. But during all the years that I was out of the business I was obsessed with the call of the newspaper. Something seemed continually to beckon me to come back to the old love, the profession of care and hard work, which, however, possesses its recompenses. I yielded to the pressure that was bearing subconsciously upon my heart. Back into harness I went, careful, as of yore, with my use of commas, semicolons, periods and capitals. But I soon found myself aboard the ship *Hurry on the Ocean of Now* — the age of electricity, gasoline, machines.

Do you remember your school days, full of hard work in wrestling, running, baseball or some other difficult task of playing? Do you recall memorizing words in the spelling book, the development of mind in parsing, the beauty of language learned in the study of Eng-

lish? Do you call to mind those happy, profitable days, and shudder when the wanton jellybean confronts you with the contrary and his high brow interjection, "I should worry," and "I'll say it is"? — things we had studied so hard to unlearn.

I was proud of what I had learned, and was more than anxious to impart that knowledge through the medium of the press. But I had not given due consideration to the passage of time and what was to follow the extensive use of machines in the mechanical and business life of Now. And when I had connected myself with an afternoon paper and each day read my editorials in cold, clear type, I oftentimes was disposed to discountenance my beloved offspring. But, in the language of the jellybean, "I should worry." I marked my proofs, but they were not always corrected. If I got into trouble over what I was made to say in type, some machine was at fault. Art had given way to sordid business; machines, both men and metal, were the order of the day, and newspapers, the medium for molding public opinion in my day, were the means oftentimes, of issuing the most dangerous propaganda.

Back in the days of my young manhood, those days that the jellybeans and the machines and efficiency experts of today call dark ages, we worked long hours if necessary to get the paper out. We were willing to work hard, zealously and honestly for the institution that furnished us with our sustenance. We strove to print correctly what the editor wrote, for we knew the success of the paper depended on the justice and propriety of what the editor said. We used our best efforts as learned men, representative of "the art preservative of arts," to decipher the cramped hieroglyphics of the editor, and many an ignorant or careless fellow has been "fired" because of his lack of knowledge of language or wanton disregard of duty and discipline that caused him to make some lugubrious error in correcting the proof of an editorial going into the paper.

It is a far jump from the printer of yesterday and the operator of today. It is more than ignorance and carelessness that go to account for the change. Greed is at the fountain head of the mad swirl into a riot for wealth, and Greed is ruling the world at the expense of peace, happiness and a legitimate prosperity. Yesterday man was crying out for shorter hours that he might rest. He got shorter hours, then he called for more pay. He got more pay for shorter hours, and now he is working overtime and drawing additional pay.

Errors that I had marked, but which had not been corrected, appeared in editorials I had written for the paper for which I was working. I remonstrated with the foreman for allowing printers to overlook corrections. He owned responsibility for one important oversight, excusing himself on the ground that the change I had made would have made an additional line in the column. This, he claimed, would have compelled him to change the makeup in the forms. This work he had done gratuitously and out of time so as to save time to devote to another employer. He had contracted to work for the firm for which I was working for so much

a week to serve as foreman and perform all the duties pertaining to such office, and one of these certainly was to see that errors were corrected. But he was a representative of several other papers, as well as of the Associated Press, a great corporation that sifts news throughout the world and disseminates articles that make or mar mankind. He could not possibly do his duty to so many employers, especially where they sometimes encroached upon the time of each other. And so he could not always take time to see that errors were corrected in his prime employer's paper.

The operator who set my editorials was situated in a somewhat similar way. He was employed to work about seven hours a day at a fixed salary. The rule of the office was to set editorials in ten point type. Just as like as not, this machine man would set up one of my editorials of first magnitude in seven point type and thus make it of minor consideration. But as a side line he was knocking a regular musician out of a job by playing an instrument at the picture show. How could he be taxed with remembering whether I wanted my editorials in ten point or seven point type when he must study the piece of jazz he was to play that night?

In the accompanying article, cut at random from a metropolitan afternoon paper, there are at least fifteen typographical errors. The head writer did not appreciate the influence that bore upon newspaper men of old to put the more important part of the subject of the head first. He evidently failed to comprehend that it could have been vastly improved both in appearance and in technic by making it read: "Hawie Murder Case — Given Decatur Jury."

DECATUR JURY GETS HAWIE MURDER CASE

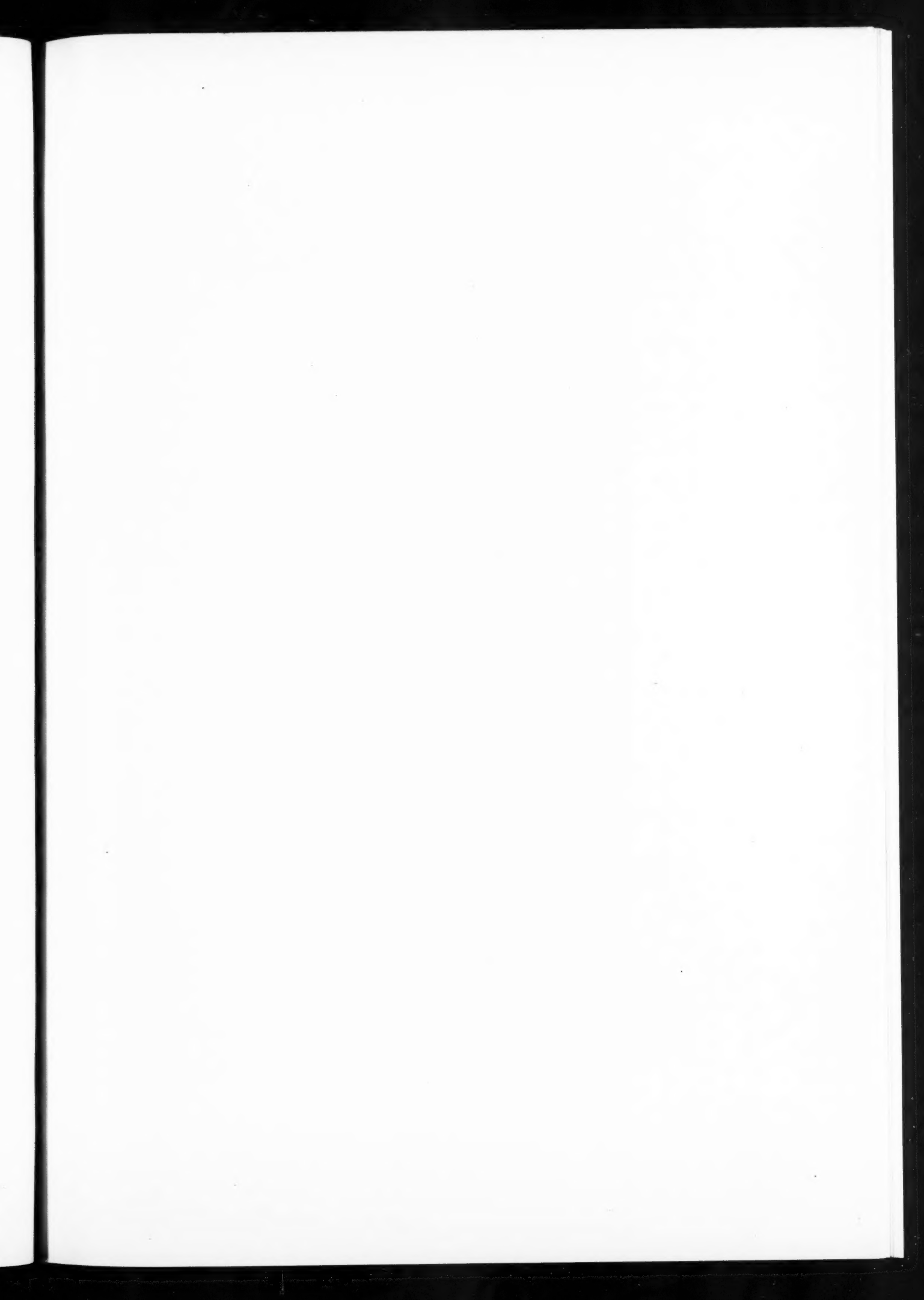
JACKSON, MISS.—The case of George Hawie, on trial charged with the murder of his sweetheart, Anne Belle Seaney, near here two years ago, has been submitted to the jury at Decatur, Newton county, where the case was sent on change of venue.

The first trial took place shortly after the crime, when Hawie was sentenced to hang, sentenced to hang.

A brother, Ashad Hawie, returned from war wearing a distinguished service medal, and medals conferred by Great Britain, France and Italy. He immediately interested himself in trying to save his brother's life and by delivering war lectures, raised the money to finance his efforts. Special counsel was employed and for the first time in history of the state the ancient writ of coram nobis was not aside on an averment of insanity was invoked, the verdict of death was set aside on an averment of insanity and a new trial procured and the case sent to Newton county on a change of venue.

At the present trial it was set up that Hawie had been insane since he was six years of age, a medical expert testifying that there had been no mental development in his case since that age.

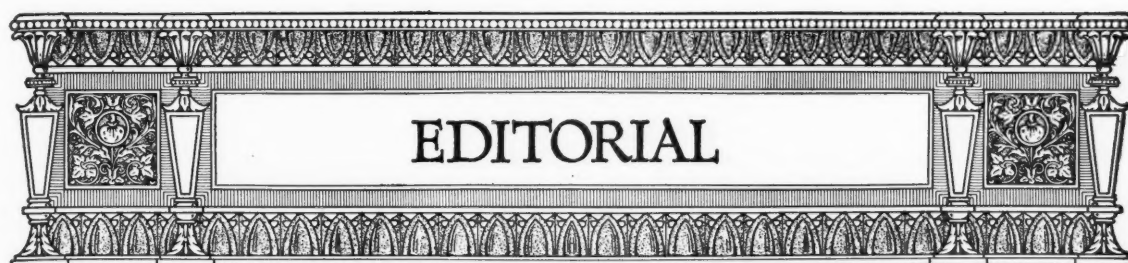
Unquestionably, it is discouraging to the educator, disheartening to the writer and mortifying to the artist to find all that is elevating, artistic and demonstrative of ability taken out of newspapers today by the mad desire to be rapid. It were as if education, taste and painstaking care were as naught before the juggernaut "Machines." While the head writers, printers and proofreaders of other days must turn over in their graves with every issue of a newspaper today, we, the readers, have the wonderful knowledge, intuition and subjective mind to divine what the writer may have had in his mind when he wrote what appears in the newspapers of today and gloat over our ability to solve problems of doubt as we read an article through.





REPOSE IN EGYPT.

This beautiful subject, exceptionally appropriate for the Christmas season, formed part of the attractive Christmas greeting of the George H. Morrill Company, manufacturers of Printing and Lithographic inks, Norwood, Massachusetts, through whose courtesy it is shown here. It is reproduced in four colors from the original painting by Luc Olivier Merson, by permission of the Boston Museum of Fine Arts. Printed with George H. Morrill Company's process inks.



"WORK hard, buy what you need — prosperity is just around the corner." Thus reads one of a number of excellent mottoes for 1922 which have been spread broadcast in various forms, even on immense billboard posters, by members of the Rotary Clubs. This is excellent propaganda, and other associations would do well to follow the example of the Rotarians.

ON two occasions during the past month our attention has been called to the fact that subscriptions for THE INLAND PRINTER have been taken by persons not properly authorized to accept them, and the subscriptions have not been sent to us. This makes it necessary for us to again warn our readers to use caution in giving money to those representing themselves as agents for this journal. Every authorized agent for THE INLAND PRINTER is provided with an "agent's card" bearing the signatures, written in ink, of the circulation manager and the secretary of the company. Naturally we can not assume responsibility for money paid to those not authorized to receive it. We shall appreciate having brought to our attention any who are soliciting subscriptions and collecting money without having the proper credentials. No agent is authorized to accept subscriptions at less than the regular rate.

ELSEWHERE in this issue will be found an article bearing the title, "Psychological Research in the Printing Industry," in which is advocated the need of ascertaining whether those taken into the printing industry are properly adapted to the work. Psychological research is something that has been carried on in some other industries with some degree of success, but so far as we can learn it has not been attempted in the printing trades. It is essential that some attention be given this important subject. Printing requires special ability or fitness, and before a boy is taken into a plant as an apprentice some attempt should be made to find out whether he is properly fitted for the work. This has been advocated in the past, but the old order seems to continue. Boys are put to work with apparently no thought being given to their adaptability to the work of printing, and thus we find many who are merely holding down jobs or floating from one place to another while they might have made good in some other line of work. The demands for efficiency in production are continually increasing, and no better preparation for increased efficiency in the future could be made than to make a careful study of those accepted as workers in the industry. The printing trade is being made more and more attractive to the right type of boys, inducements can be offered that have not before been

possible, and it now rests with employers to be more selective in picking prospective apprentices. There is a responsibility resting upon the employer, not only to the industry but also to the boy himself, which can not be shifted. Some effort should be made to test every boy applying for work in printing plants, and regular examinations should be required at stated intervals during the apprenticeship, and those proving not fitted for the work should be advised to turn their attention to some other line.

THE value of a piece of direct by mail advertising literature lies largely in the first impression created upon the one receiving it. Unless that first impression is a favorable one the value is lost entirely. Yet almost every day pieces of direct by mail advertising go through the mails, reaching those to whom they are addressed in a mutilated condition because they are not properly protected. On many occasions we have received beautiful specimens of printed matter which have been practically ruined through being crushed in the mails. When matter of this nature reaches one in such a condition the effect is opposite to what it should be. When the extra cost of providing the proper protection for pieces that are larger than the usual run of mail matter is so small in comparison to the results expected, the proper protection is well worth the expenditure. The results will be increased through the more favorable impression that is created. We have made reference in these columns to the campaign of the postoffice authorities for better wrapping and addressing of packages, letters, etc., that are to be sent through the mails. Printers would do well to coöperate in this campaign, as would all others having to do with the production of direct mail advertising, by advising their clients of the value of providing the proper protection for all pieces likely to become crushed or crumpled in mailing.

Get the Right Attitude Regarding the Other Fellow

If ever there was a time when coöperation between the different branches of the allied trades was necessary, when unanimity of effort was essential, that time is the present. Yet that much to be desired condition of affairs does not seem to exist to the extent it should, we regret to say. There is need for each branch having a better understanding of the problems and difficulties that are at the present time confronting the others.

This thought has been inspired from two sources: First, the reading of a pamphlet issued by the American Photoengravers' Association, bearing the title, "A Frank and Truthful Statement Concerning the Photoengraving

Industry — An Intimate Review of Conditions Past and Present." The pamphlet has been prepared for the purpose of placing before users of photoengravings a frank and truthful statement of actual conditions as they have existed and as they exist today. Were it not for the great amount of matter we would reprint it in full. We recommend that every printer secure a copy, read it carefully, and get a better understanding of the photoengraver's attitude and his problems as they relate to prices. The address of the association is 863 Monadnock block, Chicago.

The second source from which our inspiration comes is a problem at present confronting one of the groups in the Franklin-Typothetæ of Chicago — the Advertising Typographers. Demands were recently made upon the members of this group by the advertising agencies for a flat reduction of 50 cents an hour in the cost of composition, to go into effect immediately, with another reduction of 50 cents to take effect a few months hence. It is unnecessary to state that such demands, under existing conditions, are unreasonable, and they can be attributed to nothing other than a lack of understanding of the problems with which the advertising typographers are confronted. Surely no one having a full realization of those problems would expect such a reduction to be put into effect.

We are glad to learn that the advertising typographers are now preparing a complete report, and we look forward with a great deal of interest to the privilege of reading it in the not far distant future.

Here are two striking instances where it is essential to have the right attitude regarding the other fellow. The photoengravers have received demands for price reductions when wages, costs of materials, etc., will not warrant them. Now the advertising typographers are in the same boat.

If we could only get the right attitude regarding the other fellow, get a better understanding of the problems and difficulties which enter into his business, instead of taking the attitude that "we have our own troubles, let the other fellow go hang," we would be pulling together in much better fashion toward that much desired goal, better business.

The Second Class Postage Question

It is a source of no little satisfaction to note that the members of the Inland Daily Press Association, assembled in their annual convention at Chicago on February 21 and 22, passed resolutions recommending an appeal to Congress for a reduction of the present second class postal rates. As it was stated, since July, 1918, when the zone system went into effect, there have been four increases in rates, and added to this is the extra cost to the publisher due to the work of sorting the mail according to zones.

As stated in the resolution, the present rates on second class mail matter were enacted as a war revenue measure to meet war expenses, and in their final operations they have worked hardship upon the publishing industry as a whole. Other classifications included in this war measure have all been revised or reduced, and the publishers, who are doing such good work for the upbuilding of the

business and educational interests of the country, should be accorded the same consideration.

The present rates range from 2 cents a pound in the first and second zones to 10 cents in the eighth zone. The resolutions adopted by the Inland Daily Press Association urge the reduction to the rates existing on the second advance for the fiscal year 1919-1920, which would average about thirty-seven per cent under present rates.

There should be no good reason why the reduction urged could not be put into effect. Publishers were hit hard from all sides during the war period, facing, as they were forced to face, increases in cost of production combined with increases in postage rates plus the additional cost of zoning the mail, and they were not able to offset this tremendous burden by passing on the costs. With the decreases in revenue, due to falling off of advertising as well as subscriptions, the loss to publishers was heavy and it was mighty hard sledding. Yet, withal, the publishers responded nobly to every call made upon them, and rendered valiant service in face of the hardships they were forced to endure. For many there has not been sufficient time to enable them to recoup their losses.

Since the war period the demands upon many publishers from advertisers for reductions in rates have been heavy, yet there has been nothing in the way of lowered costs that would warrant decreasing the rates.

It is to be hoped that the efforts of the Inland Daily Press Association will prove productive of some relief, and also that these efforts will meet with coöperation from other sources.

Quality and Success

We have with us today the individual who rants furiously about volume of business and the keeping of all the machines going at full speed all the time. He really believes what he says and tries to carry it out in his plant; but just take a look around and see how many of these volume of business chaps are on easy street.

When business was good they added machine after machine to their plants and often paid fancy prices to get them promptly; they speeded up all the machines and drove them almost to wreckage; but they did not get what they aimed for, or thought they aimed for, permanent business profits.

Then look around at some of those printers who would not sacrifice quality for speed and who maintained their reputation as good printers. You will find most of them are still making money, despite the great business upheaval through which we have just passed. They were conservative and did not hang a millstone around their necks when impatient customers urged them to spread out and get more equipment. They built their original success on quality, and they maintained that quality through all the stress of changing conditions, and also retained their success and their customers.

A certain volume of work is necessary to make a printing plant profitable, but when that has to be obtained by a sacrifice of quality and a hazard of equipment through forced speed it is never permanently profitable and has no lasting value as a business proposition.

Quality and service are the only foundation stones of permanently profitable business.—*Bernard Daniels.*



CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinion of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words subject to revision.

Why Not Adopt This Plan?

To the Editor:

DASSEL, MINNESOTA.

I have been a constant reader of *THE INLAND PRINTER* for a number of years. I have been reading about the apprentice question, but the best article is the extract of an address by Harry L. Gage. The enclosed suggestion is one I made to a certain firm in Minneapolis, and very soon I will be there to start work on the plan.

It seems that the employing printers care less about the craft than the journeymen, so why not let the printers themselves improve the condition of the industry, with the help of the employer?

There are a great many young men in the printing industry who are very desirous of acquiring an education in the graphic arts. Employing printers inform us of the fact of the weakening of the industry and of the falling off in the number of craftsmen, owing to the trend of the times and to the great number of plants which specialize in the different branches. Are these employing printers trying to improve these conditions by replacing the men that have taken up specialty printing or have entered other fields? I think not.

As I have just stated, there are a great many young men who would like to have an education in the graphic arts. The proper encouragement is not given them. To overcome the falling off of the craft, why not act on this suggestion? It is possible because of the rapidly changing labor conditions.

Practically every young man (single, of course) is a spend-thrift. To make him thrifty and still give him a chance for an education, it would be a fair plan to hold back some of his wages, and with what is held back create a school fund for his benefit. With wages as they are, I trust that very few would miss \$10 or so weekly. At the end of a year's time he would have sufficient to carry him through a short course, of his selection, in the graphic arts. That is not all, employing printers would have to keep on his "heels" until he has finished his course.

Both the larger and the smaller print shops can do this. It would help the young men and help the printing industry as well, and, believe me, in years to come there would be craftsmen who could be depended upon; printers who would be qualified to teach future craftsmen; and it would reduce the number of incompetents.

Employing printers: Suggest this to your young journeymen; I believe they will accept it; at least I would.

Have you read the article by Harry L. Gage on page 357 of the December *INLAND PRINTER*? E. O. ERICKSON.

For Plain Type Faces

To the Editor:

NORMAN, OKLAHOMA.

List me as one who differs with the learned gentleman who wishes for "some more fancy type faces." I am glad the "disappearance of all competition in typefounding in Amer-

ica" stopped the making of "fancy" type faces, and instead is giving us Cloister and Goudy, and many more faces of real art value.

I have seen Bruce's specimen book, and I enjoyed seeing it. I know offices in which faces of type have been used the greater part of a century, but I hope that modern business has progressed in its recognition of art in printing as well as in other industries.

By the shade of B. Franklin, Printer, may we be delivered from those "wonderful scripts" and "half a dozen styles of type"!

RUSSELL MONROE,

School of Journalism.

Letters We Appreciate

To the Editor:

SOUTH NORWOOD, CINCINNATI.

Please enter my subscription to *THE INLAND PRINTER* for one year, commencing with the latest issue. Send me your bill and I'll remit promptly. There are so many people here who want to see *THE INLAND PRINTER* that I have to sort of stand in line. I want one all for myself, which is the reason for my subscription.

L. A. BRAVERMAN.

To the Editor:

HOBART, OKLAHOMA.

We are enclosing a few specimens of some of our work, which we should be glad to have you criticize through your columns.

It is hardly necessary for us to say that the Specimens department of your interesting publication is of much value to even those who seldom send examples of their work for criticism. We study them each month and try to profit thereby — as much as possible in a small shop like ours. The exhibits of good typography and the comparisons between good and bad are fine.

PATE PRINTING COMPANY.

For Accuracy's Sake

To the Editor:

STAMFORD, CONNECTICUT.

Why do people constantly insist on criticizing others when they themselves are not wholly perfect? This little old world of ours has ne'er produced a man who *knew it all*!

Your correspondent who writes in to say that an umlaut has been omitted, and calls attention to that fact "for accuracy's sake," should make every effort to possess himself of an unabridged edition of Webster.

And to you, dear Correspondent, I have this to say: Get a copy of the January *INLAND PRINTER* and please open it to page 519. Read the second paragraph where you call attention to such a small trifle as an umlaut, "for accuracy's sake," as you term it, and follow along to the sentence following. When a word is "bisected" it is cut in two. You have it cut into three parts and you call that "bisecting." The word you should have used is "trisected." Just for accuracy's sake.

HARRY BROCK.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES

BY OUR SPECIAL CORRESPONDENT

GREAT BRITAIN

THE Nottingham *Journal* in January reached its 30,000th issue. The paper was established in 1710.

FRED WAITE, managing director of Waite & Saville, Ltd., at Otley, has invented a flat bed photogravure press, which is now being put on the market.

The *Devon and Exeter Daily Gazette* lately completed the 150th year of its publication. It was started as a weekly in 1772, and changed to a daily in 1863, with a single page of matter which sold for a halfpenny.

THE Swansea Typographical Society has passed a resolution protesting against any printing required by local firms being sent out of the town, when so many members are out of employment through the depression in the printing trade.

JAMES LAW, one of the proprietors of the Edinburgh *Scotsman*, died recently at the age of eighty-three. He was for sixty-four years the business manager of the paper and was the first to introduce the rotary press in Scotland, in 1873.

TOM PRATT, of Grantham, in recently celebrating his eightieth birthday, has also completed sixty-five years' unbroken service as a compositor on the Grantham *Journal*. What a recommendation it must be for a job when one never feels a desire to leave it!

DEATH has removed one who was an interesting link in the literary life of Scotland during the middle and latter parts of the last century, Andrew Elliot, of Edinburgh, who had reached the nineties. He was the first publisher for Robert Louis Stevenson.

ENGLAND during the twelve months of 1921 exported 287 tons of printing type, and imported 28 tons; during the same months of 1920 the exports were 292 tons and the imports were 26 tons; while in the prewar year, 1913, the exports were 514 tons and the imports 75 tons. This shows that the typefounding industry in recent years has been very slack.

A TOTAL of 11,026 books were published in the United Kingdom during 1921, an increase of 22 over 1920. Of new books there were 19 more in 1921 than in 1920, the respective number being 8,757 and 8,738. The last year's total is about one thousand less than in the years just previous to the war. The worst year of the war was 1918, when the total output was but 7,716, as against 12,378 in 1913.

IN a large and important printing center the masters have come together and decided to establish a Central Estimating Bureau. The district is to be divided into three or four grades, the smaller houses being charged £25 a year for the services of the Bureau, and the others £50 and £100, according to size. Each printer will get his estimate from the Central Bureau, and in the case of several members tendering for the same jobs each will be given the same costs reckoned upon an office suitably

equipped for the work. The arrangements for the working of the plan are not yet complete, and until they are it would be unwise to give the name of the district.

T. E. TAYLOR, at one time a compositor, as was his father, and at present secretary of the London Society of Compositors, chairman of the London Labor Party, vice chairman of the London Printing Trades Federation, as well as an official in a number of other organizations, was in December last elected a member of Parliament from the southeast Southwark district. He ran on the Labor ticket and defeated two opponents by a plurality of 1,618 votes.

GERMANY

THE issue of small change notes by German cities and firms is forbidden since January 1.

A MEMORIAL tablet honoring Senefelder, the inventor of lithography, has just been erected in Offenbach a. M. by the local master lithographers.

AN exhibition of newspapers and magazines was held in the last two weeks of January in the Bavarian National Trades Building at Nuremberg.

THE ministry of finance has given notice of a tax of ten per cent on Christmas presents given by employers to employees, these being considered as additions to wages.

THE Ludwig & Mayer typefoundry at Frankfurt a. M. has offered prizes to the amount of 30,000 marks for designs of ornaments, vignettes, etc., to decorate printed matter.

FRANKFURT a. M. will now have a weekly paper to be published by the municipality, which is to contain mainly information on civic affairs. No discussions will be permitted, nor advertisements of private business concerns.

THE *Hartungische Zeitung*, of Königsberg in Prussen, the establishment of which dates back to 1640, has just celebrated the fiftieth anniversary of its being purchased from the Hartung family by a corporation. A special number was issued, giving much historical information of local interest.

THEODORE L. DE VINNE's book, "The Invention of Printing," has been translated into German by Dr. O. Jolles, with the title, "Der Schlüssel zur Erfindung der Typographie" (The Key to the Invention of Printing). The book is issued by the Berthold typefounding house at Berlin.

FRANCE

THE former French Premier, Clemenceau, has started a new political newspaper at Paris, entitled *L'Echo National*.

A MANUSCRIPT copy of the Apocalypse, with seventy-six miniatures in gold and silver, was recently sold for 345,000 francs.

THE Academie des Inscriptions en Belles-Lettres next September will celebrate the first centennial of the deciphering of hieroglyphics, the accomplishment of the French savant, Champollion.

THE ministry of finance has invited bids for the right to print commercial and industrial advertisements on tobacco packages and match boxes—the sale of these commodities being a state monopoly. The concessions will be for a period of six years.

THE circulation in the German territory occupied by allied troops is forbidden to these three publications: "Hermanns Land," a novel; "Offener Brief an einem Franzosen," a tract, and "Geschändete deutsche Frauen," a brochure. They are alleged to be reflections on the troops of occupation.

SOUTH AFRICA

THE *Cape Times*, published at Cape Town, has installed a Hoe rotary press, the first to be introduced in South Africa. A photogravure printing attachment is incorporated with it, thus bringing the *Cape Times* fully up to date.

IT is reported that a company is being formed at Natal to undertake the manufacture of wrapping paper from wattle wood and spent bark from the wattle extract mills. A process is said to have been discovered by which excellent wrapping paper can be made from these materials. It is proposed to make news print from wattle bark combined with tambuki grass later on, and also cardboard for the manufacture of fruit and egg boxes from the spent bark.

AUSTRIA

THE Association of Austrian Newspaper Publishers has issued a statement describing the disastrous condition of the publishing business owing to the enormously high price of paper, and threatening the suspension of all newspapers unless the government intervenes to lessen the demands of the paper manufacturers.

AUSTRALIA

HENRY STEAD, eldest surviving son of the late W. T. Stead and proprietor of *Stead's Review*, of Melbourne, died December 10, 1921, on board the steamship Marama. He attended the Press Conference at Honolulu and was on his way to the conference at Washington.

CHINA

DR. W. W. YEN, acting prime minister of the Chinese republic, following the resignation of the old cabinet, was in 1906 the English editor of the *Chinese Commercial Press*, when, among other things, he edited the "Standard Chinese-English Dictionary," a work of 3,000 pages.

HUNGARY

IT is reported that a group of French capitalists will establish a large paper mill at Budapest, which will start with six hundred work people. The capital of the organization will be 3,000,000 francs (or 90,000,000 Hungarian crowns).

ESTHONIA

THE financial ministry of this country proposes to buy the Rappin paper mill, where state paper money is made, the price being quoted as 30,000,000 marks.



BY ROBERT E. RAMSAY

Author, "Effective House-Organ," and "Effective Direct Advertising."

This department takes up the subject of effective direct advertising for printers, both in connection with the sale of their product, and in planning direct advertising for their clients. It is not a "review" of specimens, nor does it treat of direct advertising from that standpoint. Printers are urged to send in specimens of direct advertising prepared for themselves or their clients, in order that they may be used to demonstrate principles.

Copyright, 1922, by The Inland Printer Company. All rights reserved.

NOTE.—The general title for this series of twelve articles might well be "Effective Direct Advertising for Printers." This is the fifth of the series, which we began with a brief analysis of the broad field of direct advertising. In our first instalment we showed how LACK OF CONTINUITY was the principal difficulty with direct advertising, and pointed out the province of the printer in correcting this fault. We also touched upon the general principles of PLANNED direct advertising. Then we studied the exceedingly important matter, THE LIST. Our third step was to analyze the various physical classifications from the purely physical viewpoint, and then last month in our fourth step we studied THE RETURNS, and indicated how the producers of direct advertising should collate data on this score. Now with this number we take up (a) the interrelation of direct advertising with other advertising, (b) with business in general, and (c) with the printing industry in particular.

The Relation of Direct Advertising to Other Advertising and to Business in General

Whether we agree with Darwin or Wells, enjoy Camels or Home Runs, thought the Washington conference was going to be a fizzle or that Landis would be impeached as czar of the diamond, I think we nearly all agree that the world seems to move in cycles and what the world does the various integral parts of the world also do.

Following that thought a step farther, we find that business moves in cycles and that advertising is prone to do the same.

Right now we are in the direct advertising cycle, which is both important and disheartening to the real producer of direct advertising. It is important because there is just that much more chance of having the appropriation of almost every advertiser call for a certain percentage of it to go into direct advertising, and disheartening because of the tremendous influx of so called direct advertising specialists and experts into the field. In an earlier article I touched briefly upon this thought, and since then I have seen dozens of producers of printed products hang out their shingles as advanced practitioners in the field of direct advertising science.

What does this mean? It means that, unless some method is found or force applied, the legitimate producers will suffer from the sins of omission and commission of the half baked chaps.

It is important to you because of the fact that some of your prospects or customers may be approached by one of these half baked direct advertising practitioners and he will either upset your pleasant relationship or, worse still, do some work for one of them which fails so miserably as to sour that direct advertising user for all time.

The point I should like to make most clear in this issue is that direct advertising is interlocked with all other forms of advertising; that direct advertising has a place in all business, and that its place in the printing industry is in the hands of its producers.

Let me give you one concrete case to show the necessity of all producers coöperating to see that the standards of the business, profession, or whatever you term it, be kept high. The incident happened about a year ago. A prominent producer of direct advertising, one of the world's leaders in the field, took one of his clients to a convention of users and producers of direct advertising. At the meeting one of these half baked young men, who had just hung out his shingle, but whose voice had long been in training, arose and in commanding and stentorian tones enunciated as a fixed rule something which was so much a matter of opinion and individual taste as to be utterly incapable of being reduced to a fixed formula. This heavy statement by the light weight almost lost a client for that producer, and had the client tried the idea of that inexperienced man it would have cost him much money. Before the convention was over that young man became known as the finisher of every one else's speech, by the way.

A young man decides to become a doctor, he goes to a medical college, he studies hard and comes back to the old home town and hangs out his shingle. *Then he waits for customers to come to him.* If he advertises for them he becomes a quack in the eyes of the old line physicians. The same is true of law and of other professions.

Another young man decides he wishes to go into the general advertising agency business, we will assume, and we will say that he has studied every possible course in advertising science and then hangs out his shingle. Relatively he will not have the hard long wait which the young doctor or the young attorney will experience, because he can advertise for business without loss of caste. But, the agency will not be recognized by the best of advertising publications until it has proved its worth financially and can give some idea of the abilities of its staff from a mental and planning standpoint. We will admit that the tests for advertising agents today are not perfect, but they are considerably nearer to perfection, we must admit, than are the methods, if any, of recognizing the producer of direct advertising.

Yet only a few evenings ago as this is written it was the writer's good fortune to hear one of the leading producers of printed salesmanship speak before a large number of fellow producers, and he exhorted them to go out "in the morning" and become direct advertising specialists! On the same program was the advertising man for an allied line of manufacturers (by that I mean manufacturers of a line of products used in the production of direct advertising — I do not wish to be more specific). He got up and pleaded with all those present to go into the direct advertising agency business, and his company was ready to help them do it.

The direct advertising agencies will increase, thrive and multiply, the market is by no means overflowed today, nor does the writer anticipate it will be for some time to come.

provided that in the present cycle of direct advertising prominence too many do not rush in without a thought of ability.

Direct advertising, considered as so many pieces of printed matter, is no new thing.

Direct advertising we have had since at least 1000 B. C., when an Egyptian landowner wrote upon a piece of papyrus an advertisement for the return of a runaway slave. In one of Pliny's books we are told that a certain poet hired a house, built an oratory, and "dispersed prospectuses." Thus, though direct advertising seems to antedate all other forms, with the possible exception of outdoor advertising, it appears to be the last to get any degree of science into its production from a mental standpoint.

This same point we touched on quite briefly in our opening article, and we do not intend to devote any considerable space to it here, but we do want to emphasize the fact that the present golden cycle of direct advertising will continue in the same proportion as the various producers take seriously their own abilities and counsel. Somebody should see to it that some form of recognition be worked out for the printers preparing to enter the direct advertising counsel field. This has been a pet hobby of the writer's for a number of years, it must be admitted, and he does not wish to ride it unnecessarily here except to point out the necessity.

There is an organization of master printers — we all know the United Typothetae of America — but I have seen its eagle flying on the doors of downstairs small shops and upstairs mammoth organizations. Size is no criterion, to be sure, but when a youngster of less than twenty, with no business ability whatever, inherits a print shop from his father, refurbishes the office, dusts off the U. T. A. emblem and prints some letterheads, "Counselors in Direct Advertising," you get an idea of the situation as it is. (The preceding is an actual fact, by the way.)

"But why do you waste so many precious words on this score, what we want to know is wherein and how to get into the direct advertising business, it seems to be all the rage nowadays," comes from that mythical but all pervading, lovable chap, Mr. Testy Reader.

And thereby hangs our tale.

You can get into the direct advertising service agency business only by preliminary training — that is, if your clients' cash box is to have fair consideration. That training is not to be acquired in a day, nor in a week, nor in any one book. Personally, I have spent nearly two decades using, producing and studying direct advertising and there is scarcely a day goes by that I do not learn something new about the medium and its application.

A battery of printing presses and an itch to get into the direct advertising business is not all that is necessary, and I can not make this too plain. I am sure the editor in chief of THE INLAND PRINTER agrees with me in this contention. In fact, his starting the publication of this series shows that he realizes the necessity of study and research in the practice.

About 1480 William Caxton printed the first known piece of direct advertising, a "dodger" or handbill. In 1681 William Penn distributed in this country the first known American direct advertisement. It should be noted that in the former instance the printer prepared the direct advertising, and that in the latter the preparation was by the purchaser.

Franklin, a printer, started the first printer's house-organ (*Poor Richard's Almanac*), so well known to every printer, and today it is a classic.

In his book "Printing for Profit," Charles Francis recounts the fact that the introduction of photoengraving increased the use of printed literature and we began to use "the more dignified term 'catalogue' in addition to price list."

Direct advertising is mentioned in the first issue of *Printers' Ink* by the name of "circularizing."

During all this time (almost from 1000 B. C. to 1922 A. D.), there grew up the practice among producers of direct advertising — much as there grew up among the users of other forms, it must be admitted — of claiming that their product was the only form of advertising worth while; or, putting it another way, that all other forms were useless, worthless, etc.

There being little to appeal to the pride in the average piece of direct advertising, it was much more hurt in this mudslinging than were the magazine, newspaper, poster, and other forms of advertising.

Let me make that point clear: I believe in all forms of advertising with one possible exception, and that a minor one. I believe, moreover, that certain forms are better for certain

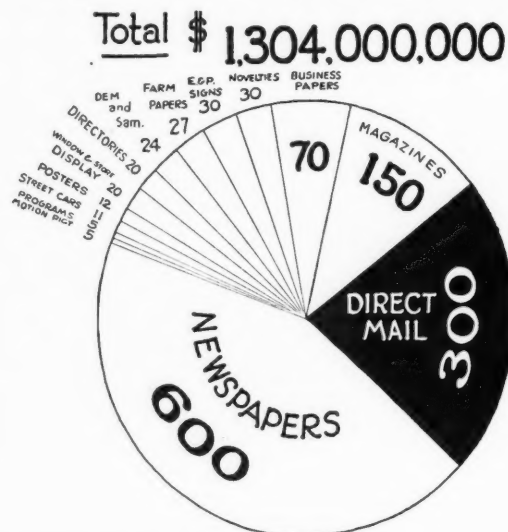


FIG. 1 — Chart showing the approximate total volume of money invested annually in various forms of advertising.

purposes than others, but I do not think any one is superior for all purposes. And so I repeat, the buyer could see and visualize a full page advertisement in two colors in a widely read publication, and he let that form appeal to his pride. The appeal to pride, as you know, is one of the five basic appeals to every man's selfish motives.

In most fields this mudslinging has almost disappeared, but its long persistence has put direct advertising at a disadvantage, for the reasons already set forth.

Yet less than a year ago, in the latest estimate for a single year's investment in all forms of advertising, we have the figures of \$1,304,000,000 as shown on Fig. 1. This estimate is that of the Associated Advertising Clubs of the World, and therefore is probably as unprejudiced an estimate as could be secured. This chart gives you a fair idea of the relative importance of direct advertising, from a dollars and cents standpoint. If one medium quite far up on that chart would cease its mudslinging and belittlement of direct advertising the business world would be on a better basis. Considerable of what I have written to attempt to make the point vivid to you could have been omitted had this medium I have in mind not pursued its Dark Ages policy of mudslinging and backbiting. And yet if direct advertising does not do something to elevate the standards of practice and extend the practice of those standards, it is going to be responsible for the continuation of this backbiting and mudslinging — and partly furnish the attacking medium with ammunition.

Let me interject a personal thought. Though I have received quite a large number of very flattering comments upon my book on the general subject of direct advertising, the one comment that I appreciate most comes from the general

manager of an association producing a competing (so called) form of medium. That man says, in effect: "What impresses me most about this book on direct advertising is the fact that I have not been able to find a single attacking of any other form of advertising. You have written the first book on some one specific medium, at least the first I know of, which does not attack every other medium directly or indirectly."

Another intangibility which must be emphasized at this point, when we are clearing the way to the opening up of a regular direct advertising service agency, as it were, in our next instalment, is the fact that so many people think of direct advertising as being mail order advertising. One cause for the continuation of this idea is undoubtedly the fact that the leading organization of users and producers of direct advertising carries the word "Mail" in their corporate title. While mail order advertisers use direct advertising, to be sure, they are not the only users thereof. Nor is all direct advertising distributed by mail!

Here for example are a few methods of distribution other than by mail:

- 1.— Through dealers, agents, or other distributors.
- 2.— By house to house distribution, where not forbidden by local statutes.
- 3.— At exits of theaters, factories, and other places from which crowds emerge.
- 4.— With packages of all kinds, as inserts and as special wrappers in addition to the regular wrapper. (Parenthetically, how many producers of direct advertising in delivering orders

6.— With soap wrappers furnished to practically every large hotel for distribution to guests to carry a direct advertisement of the maker. A variation of this is the Beechnut Chewing Gum samples bearing the imprint of some local store, oftentimes a furniture store buying them to distribute direct in restaurants, for instance, as a form of direct advertising.

7.— With jackets or special covers for booklets, which are being used more and more as carriers of direct advertisements.

8.— By means of the telegraph—many campaigns are using the telegraph as a carrier of direct advertising messages, blanks being printed up especially for the purpose and used upon occasions.

9.— At conventions of all kinds, as well as special meetings, banquets, etc.

10.— By racks furnished to distributors so they can in turn easily distribute their packages to prospects without using the mails.

11.— With proper care, to and through school children.

12.— Gummed paper tape bearing on the ungummed side an advertisement is frequently used to carry a direct advertising message.

13.— To hotel rooms, as the Statler Hotels use the newspaper with a special tipped on piece of direct advertising to all their guests. Statler, for example, distributes in excess of two million pieces of direct advertising yearly in this manner.

"But where does this come in?" comes from the man who is in a hurry to get into the direct advertising business.

It comes in this wise:

A certain concern started a direct advertising service agency some time ago, and to this date receives comments such as these from the best posted advertising men connected with some of the very largest users of advertising in the country:

"Your booklet about your business is interesting, but unfortunately we have nothing in your line."

Joke, the writer of this letter is one of the country's largest users of exceedingly fine booklets, books, and the like, all in the direct advertising field.

Or, "We are not thinking of changing printers."

Joke, the direct advertising agency is no more interested in *printing* than is the sincere publication agent. Both are interested in *imprinting* brain impressions on buyers. During the New York city printers' strike two years ago, for example, there were a number of publications which were printed in Chicago, and the readers hardly knew the difference. There are lots of producers who can duplicate what some one has originated. The *service* comes in the *creation* rather than in the reproduction.

Until the producers make it extremely clear to the users just what direct advertising is, its place in advertising, and its place in business in general, we shall not reach the point we should in the use of this form of advertising.

In my humble opinion the Curtis Publishing Company has reached the pinnacle it occupies because it has used direct advertising. How? By putting into book form its research work and its experience and sending it broadcast to the advertising world. Its books "Selling Forces," "The Use of Two Colors," and the like, were constructive moves in the right direction. The "Quality Group" movement has helped those publications, the work of the Associated Business Papers, their field, and so on.

Very little have I been able to find as to what producers of direct advertising have done in order to raise the standard of direct advertising. There are, of course, outstanding examples. Take "Some Notes on Catalogue Making," put out by Wynkoop-Hallenbeck-Crawford Company, a stiff board bound book which is a real help to one who is compiling a catalogue. The Livermore & Knight Company, of Providence, has issued a bound book which is a real help to direct advertisers. Both

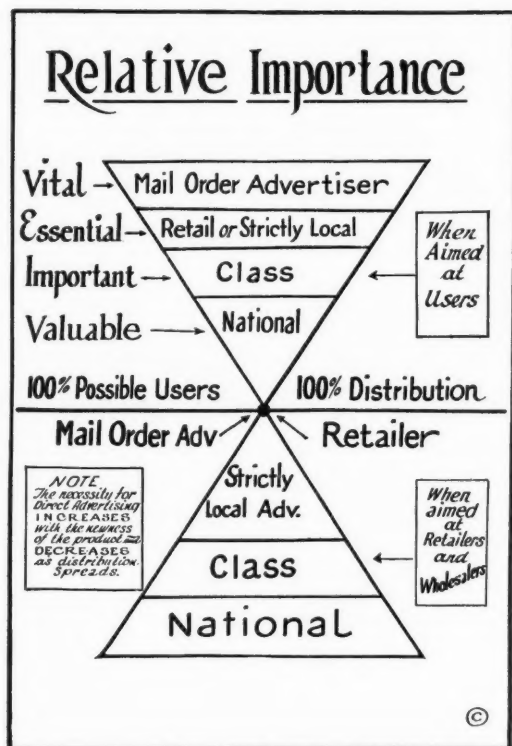


FIG. 2—Chart showing the relative importance of direct advertising to various classes of advertisers.

to the buyer take advantage of a good opportunity for inserting a piece of direct advertising?

5.— With theater programs and other similar carriers—by arrangement with publishers, of course. To cite another instance, why not arrange with the bookseller in your town to insert your advertising in shape of a blotter, say, with his business books?

of these books are of *service* to the recipient and help him in planning direct advertising. They aid in uplifting the medium to a higher plane. They help in visualizing what may be accomplished by direct advertising.

The Direct Advertising Corporation's new bound book, "Stepping Stones to Sales Success," is good, but as it has for its direct purpose the bringing of business to the company's doors, it is not so pointedly of service to the reader in an unselfish way as are the two books mentioned in our preceding paragraph. (We are not finding fault with the D. A. C. book, it is a good presentation of the story for the purposes intended, but it is not helping directly in the increased use of direct advertising, as are the Wynkoop-Hallenbeck-Crawford and the Livermore & Knight books.)

And now for the relative importance of direct advertising from the standpoint of the various subdivisions of general business:

Fig. 2 clearly indicates the relative importance of direct advertising to the various classes of advertisers. To be sure, no percentages appear, because percentages would be but one man's opinion based upon guesswork, but the chart is made only after a thorough research of the use of direct advertising among every different class involved. The upper half of the chart, which is reproduced through courtesy of D. Appleton & Co., is devoted to a campaign aimed at users, or consumers, while the lower half outlines a campaign aimed at retailers or wholesalers. On the lower half, therefore, the mail order and retailer advertisers are not considered.

To the mail order advertiser direct advertising is shown as approaching one hundred per cent—the scale runs from nothing at the center to one hundred per cent at the base of both upper and lower triangles. To the retailer, or strictly local advertiser, direct advertising is essential. To the class advertiser, by which is meant the advertiser doing business with some recognized subdivision of the business world, class publications would be the chosen medium. For example, *THE INLAND PRINTER* is the class publication to reach the leading printers; to reach handlers of electrical goods, *Electrical Merchandising* would be the medium which might be used. To repeat, advertisers using these different class publications are known in the advertising world as class advertisers. They may also be national advertisers, let it be parenthetically stated. To the national advertiser—the advertiser using the general magazines or the newspapers on a national basis—direct advertising when aimed at users is valuable, on the assumption that by so doing it is possible to approach the one hundred per cent of possible buyers, and as one hundred per cent distribution is reached direct advertising generally becomes less important.

To be specific, the manufacturer of a nationally advertised confection with one hundred per cent distribution would, so far as buyers of confections are concerned, have little use for direct advertising, though jumping to the lower half of the chart under discussion, if that manufacturer wished to reach the jobbers distributing the gum, for example, direct advertising might be the only method available.

Taking up the lower triangle we find that the importance of direct advertising increases as we approach from the strictly local through the class to the national advertiser.

Out of this study this rule may be formulated: The necessity for direct advertising should be greatest with the newness of the product and probably will decrease as distribution spreads; this from the angle of the user, of course. A hosiery company, for instance, once used nearly one hundred per cent direct advertising, but when practically universal distribution for the product was secured the company switched from direct advertising to general advertising, as more economical. Certain manufacturers of an automobile accessory started out the first year with seventy per cent of their appropriation in

direct advertising, but as they secured distribution they reduced this amount, putting what was so saved in general advertising.

To sum up: Direct advertising is an important form—the Associated Advertising Clubs' figures prove this from the dollars and cents standpoint, and Fig. 2 should indicate it from the business standpoint. Direct advertising is interrelated with all other forms, for it is so flexible and can be used with and by almost every other form. It is hard to conceive a properly planned campaign that does not use some little direct advertising. This makes direct advertising interlock with business in general. Even your checks may be made a form of direct advertising, to say nothing of your annual financial reports, your salesmen's calling cards, the slips which you use for mailing packages, the envelopes used to send out proof sheets, etc. Speaking to you as producers, how many of you have seen to it that your letterhead is a real direct advertisement of you, your firm, your ability? We know of one direct advertising producer that spent nearly two months' time and the ideas of half a dozen men, printers, artists, typographers, and the like, to produce a good direct advertising letterhead.

Finally, we hope we have made clear the importance of direct advertising in the printing industry, indirectly at least. Not all printing is direct advertising, to be sure. There must always be form printing, general office forms, factory records, and the like, which can not by any stretch of imagination be brought into the direct advertising class, but the more direct advertising there is the more form printing there will be.

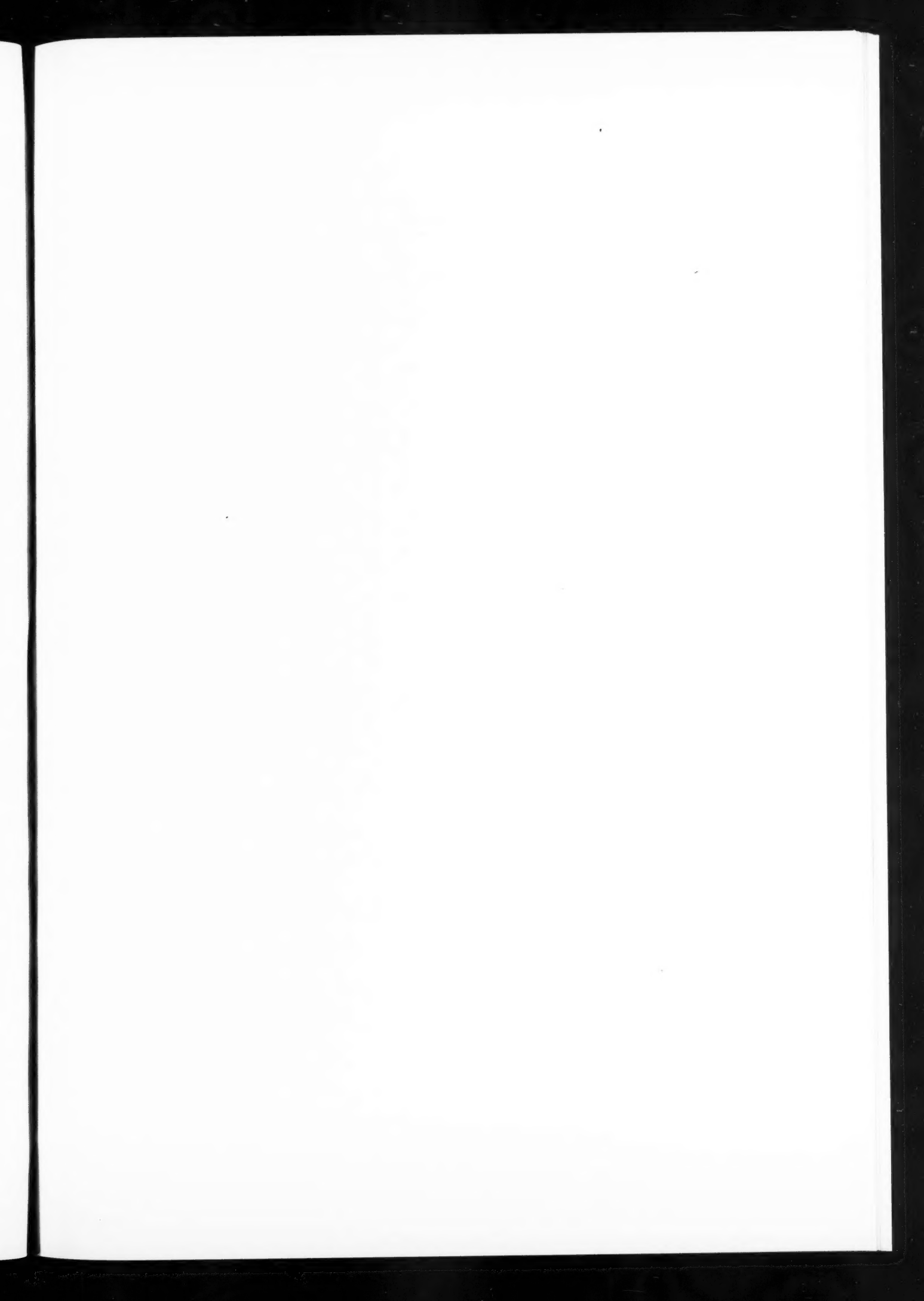
One thought more: Not all direct advertising is entirely out of the competitive class. Let no printer rush into the direct advertising field feeling that it will take him entirely out of the competitive class. Suppose your service department originates a plan for the sale of a book. Suppose this is used by direct advertising. After the plan has been proved, and it becomes a problem of multiplying the appeal to large lists, then the direct advertiser will in all probability require competitive bidding. I know of a large user of direct advertising who is paying for ideas on a royalty basis in somewhat the same manner as novels are sold. Some day this may become more general, and doubtless it should be; but as yet, without concerted effort on the part of the producers the situation is as outlined.

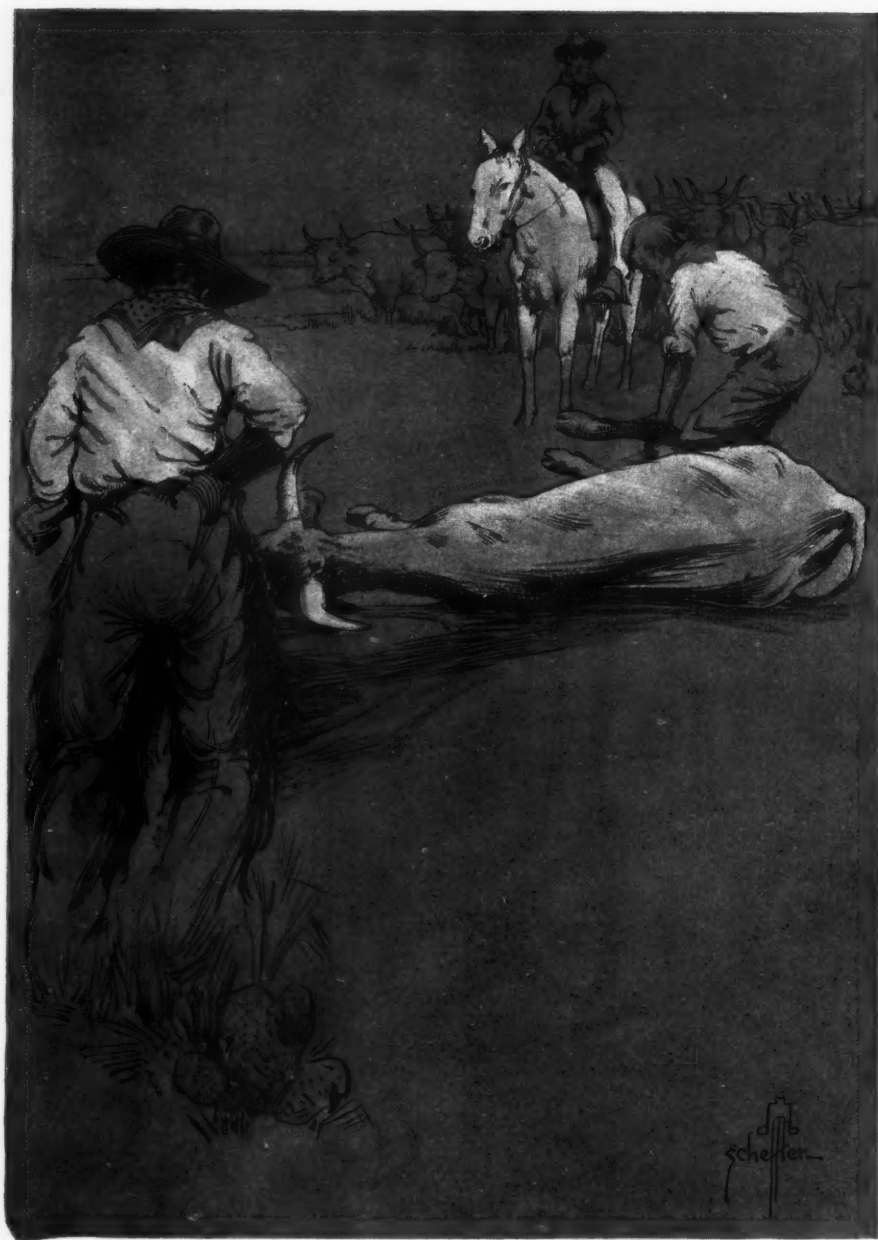
We can now consider that we have all the necessary groundwork behind us and with the next instalment we shall take up the creation and development to results of direct advertising pieces and campaigns.

In this section we have had to be a bit historical, as Bacon said, to "represent the events themselves together with the counsels," that we might foresee the future through the past, for, in the writer's opinion, a big opportunity lies ready for those who will grasp it. As previously suggested, direct advertising is successful in so far as it approaches the personalized appeal, and making direct advertising personal requires care, thoroughness, and means fewer clients but each more intensively handled.

To those of you using direct advertising for the furtherance of your business, let me close this chapter with Seymour Eaton's comment: "Your advertising is not a thing apart from your enterprise. It is your enterprise; a contagion which you yourself create and which, if thoroughly spread, is as enduring as the everlasting hills."

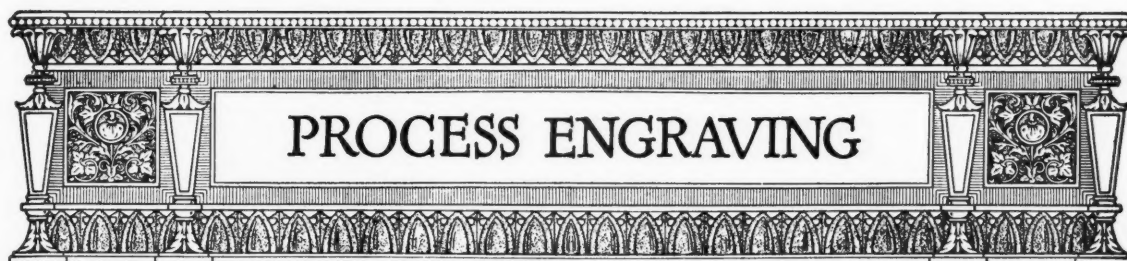
The man who aspires to rise above the average in any line of endeavor should ponder well this point: The average person is not thorough, and therefore even a little thoroughness will surpass him. This should inspire the ambitious man to be thorough. And he will soon find that thoroughness practically measures the difference between the average and the highly successful man.—*The Ambassador*.





An Effective Adaptation of Two Color Printing
for Advertising

This illustration, printed in two colors, reproduced from the original drawing by Carl Scheffler, one of Chicago's prominent artists, formed the cover of the fifth of a series of folders depicting live stock through the ages, issued by The Live Stock Exchange National Bank of Chicago. It clearly demonstrates not only the skill of the artist, Mr. Scheffler, but also the value of the second color in attracting the attention to advertising literature.



BY S. H. HORGAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail.

Electric Etching

E. H. Atkinson, London, England, writes: "Can you tell me anything about electric etching through the columns of THE INLAND PRINTER?"

Answer.—All the etching machines have been noticed in this department, but the makers of electric etching devices do not appear to want their inventions brought to the attention of the trade in this way.

Small Photoengraving Outfit

J. M. B., Ypsilanti, Michigan, writes: "I want a photoengraving outfit that need never produce anything larger than a three column engraving six inches deep. At present I have to send to Detroit or Chicago for such work, and the delay and transportation charges are serious drawbacks."

Answer.—We can not help you with information as to where you can get an outfit to meet your requirements. Some time ago such an outfit was offered, but the inventor lost all his money because he could not sell the brains necessary to use it. The best advice you can receive is that you have your engraving done in a regular engraving plant, unless you want to become prematurely gray or bald, or both.

Substitute for Blocking Wood Wanted

In "Penrose's Annual" R. B. Fishenden tells the troubles printers have with photoengravings mounted on wood blocks, and says that in the case of the ordinary blocking wood nothing can make it permanently satisfactory. Laminated blocking wood he finds more reliable, and continues: "The perfect mount should neither warp nor shrink, nor should it be affected by moisture or common solvents; it should be hard without being brittle, reasonably light and cheap and capable of being easily worked with woodworking machinery. The manufacture of such a material should not be an impossible undertaking and its use would do much to bring the engravers into line with the requirements of the printing industry."

Educating Apprentices

This department has been asked for advice as to how best to proceed to educate apprentices in processwork.

Answer.—It is such a large question that it can not be answered in a paragraph. It has been pointed out that France has thirty-two industrial art schools, England thirty-seven, and Germany fifty-nine, while in this great country we have only about two such schools and those inadequate. Big business has become alarmed over the superior advantages the foreign craftsmen enjoy and fears the competition. It is expected to fight this competition off with a tariff wall sufficiently high. A tariff increases the immigration of the foreign craftsmen, trained in those industrial schools, who come over here and take the positions our own men should occupy.

Observation of the trade schools in New York shows that the foreign boy, to his credit be it said, as soon as he lands from the steamer, and before he learns the language, applies

as a student in a trade school so that he can train his mind and hands to some useful craft. He is encouraged to do this by the numerous "Americanization" societies. Our American boy, in the meantime, is taking in the "movies," or studying the sporting pages while he smokes expensive cigarettes. We may build technical schools, but they will not be utilized by our average American youth until his parents, family and friends change his attitude toward a trade and impress on him the nobility of craftsmanship. Our philosopher Dooley said so truly: "You may lead a boy to a university, Hennessy, but you can't make him think."

Books on Rotogravure and Lithography

E. S. Ballard, Eureka, California, asks: "Where can I get books dealing with rotogravure and lithography? I want books that go thoroughly into the subjects and supply formulas and other details necessary for experimental work."

Answer.—Senefelder, who invented lithography, delivered it about complete. He wrote all he knew about it and his volume has been translated and published by the Fuchs & Lang Company. It can be had through The Inland Printer Company. Karl Klic, who invented rotogravure, perfected it so that it has not been improved upon, but he has not written what he knows. It will be some years before there are enough readers interested in rotogravure to warrant the publication of a book on the subject.

Collotype on Offset Press

J. B. C., Norwood, Ohio, sends a print from an offset press, said to be made by a new and secret process, and asks our opinion as to how it is done.

Answer.—This is evidently the result of a transfer from a collotype plate to grained zinc and either printed from the zinc direct or from the offset blanket. The collotype is capable of giving the nearest approach to a photograph, reproduced in printing ink, of any of the photomechanical processes. Its drawback is that it will give but a few hundred good impressions. By getting a sufficiently coarse grain in the collotype and transferring an impression to grained zinc, an edition running into the thousands may be secured. This idea of combining the two processes has much promise for color reproduction. The color separations must be perfected in the negatives before making the collotypes, as there is little opportunity of making corrections later, either on the collotype plate or the grained zinc.

The American Institute of Graphic Arts

Under the presidency of Frederic W. Goudy this much needed organization is having a busy season. Joseph H. Chapin had charge of the January meeting, with John Clyde Oswald presiding. Harold Cadmus, of the Scribner Press, Dr. John H. Finley and Joseph Pennell were the principal speakers, the subject discussed being the need of teaching the graphic arts in this country if we are to compete with

Europe. Dr. Finley announced also that an American had just purchased the home of Canon Walseemuller in St. Dié, France, for preservation as a spot important in American history. It was in this house in 1507 that the cleric Walseemuller made the map of the world in which he designated this continent as "America" for the first time, and it was from this map it received its name. The canon also wrote here the three voyages of Amerigo Vespucci.

This map of Walseemuller's was a wonderful accomplishment. It was engraved on wood in twelve sections, each section measuring to its edge 18 by 24½ inches, so the map covered a space of about thirty-six square feet. There is but a single copy of this map in existence.

James B. Carrington added greatly to the interest of this graphic arts meeting by a talk, illustrated by lantern slides of his own making, on American wood engraving and the processes by which this once popular method has been displaced in the illustration of American publications.

Steel Engraving by Photography

From the research department of the United Typothetae of America and other sources have come inquiries as to the methods of intaglio engraving on steel by photography.

The reason these queries have not been replied to is to protect our Government from counterfeiters. The writer was in the business of intaglio engraving on steel by photography, but for the above reason he has never divulged the methods he used. So correspondents may understand that it is useless to ask for information on this subject.

When the last gang of successful counterfeiters were captured by the government detectives the press dispatches stated that they got their information regarding counterfeiting from a book which they had all marked up. The writer was curious to learn what book it was, so he called on the chief of the secret service, who handed him the book the counterfeiters used, and was shocked to find that its title was "Horgan's Halftone and Photomechanical Processes," published by The Inland Printer Company.

Photoprocess for Lithographer

L. deB., Montreal, Canada, writes: "A neighboring lithographer wants me to help him out occasionally by reducing a line key plate for him on zinc so that he can roll it up and print from it lithographically. I am a photoengraver and wonder if an albumen print on zinc would answer his purpose."

Answer.—An albumen print on zinc, rolled up with your regular etching ink and developed clean, will answer the lithographer's purpose perfectly. Before sensitizing the zinc you should grain it with the usual nitric acid alum solution with which you are undoubtedly familiar. It is 1½ ounces powdered alum dissolved in 32 ounces of water, after which is added an ounce of nitric acid. Pour this solution into a tray and place the sheet of zinc in it, being sure it is entirely covered with this graining solution. Brush away the bubbles that will soon form and in a few minutes the zinc surface will become a beautiful silvery gray. Then take it out and wash the surface with a piece of cotton under a flow of clean water, and the zinc is ready for the sensitizing albumen solution, which you flow on as usual. A most important thing to remember in handling a zinc plate for lithographic work is to keep the fingers, or anything with the slightest trace of grease, from touching the face of the grained zinc plate. When the print is developed it can be turned over wet to the lithographer for his treatment.

Have you noticed how pen and ink drawing is coming more and more into use by national advertisers? Photoengravers are doing line engraving that is noticeably much better since they ceased to lose money on it, as they did for so many years.

BACKGROUND PATTERNS SET ON MACHINE

BY ROBERT F. SALADE

With the use of the new and artistic border matrices which have recently been placed on the market, it is now possible to compose on the linotype many beautiful background patterns which may be devoted to numerous useful purposes. "All over" patterns of this variety are often used as tinted backgrounds for certificates, bonds and checks, title pages for booklets, cover pages for catalogues, paper box wrappers, etc.

The field for attractive paper box wrappers is particularly inviting for printers in a position to produce such work as a specialty. The background patterns are printed in delicate tints on glazed paper of the kind generally used for box wrappers. Pleasing effects may be produced by printing a border background in pale pink on glazed paper of a shell pink tint; in pale blue on turquoise blue paper; in sea green on primrose tinted paper, and so on. The tinted surface of the glazed paper showing through the open detail of the printed design gives a delightfully attractive result.

Handsome effects may also be produced by printing the backgrounds in tints on paper that does not have a glazed surface. This refers to plain white stock, as well as to dull finish tinted stock. After the background has been printed on the wrappers, the regular descriptive matter is printed over the background. Specially designed paper of this character may be used for covering all kinds of paper boxes, including the round and oval shapes as well as the "loose wrapped" and "tight wrapped" oblong boxes having telescope lids or covers.

There is opportunity here for the printer to apply his artistic taste, not only in setting the background forms on the linotype, but also in planning good color effects. There is no end to the different patterns and color schemes which may easily be worked out with a little study. The best results are to be obtained by utilizing ornaments in the background which form a pleasing all over pattern when put together. It is advisable to use the larger sizes of border characters, such as eighteen point, twenty-four point and thirty point. It is possible, however, to make pleasing patterns with the use of the smaller sizes of border matrices, the twelve point size, for example.

By setting a solid line of border units on the linotype, and by recasting from the same line of matrices, there is no limit to the size of tint block that may be produced. In the case of extra long runs of printing incorporating a background of the kind suggested, a spacious form may be composed, and the sheets can be printed on a cylinder press to be cut to smaller sizes afterwards. Of course, for the smaller classes of this work the forms can be run on platen presses.

In addition to the things already mentioned, the "all over" background patterns may be used for tickets, coupons, folders, folding boxes, and for many different kinds of labels. It is not a good plan to print the background in a dark color of ink. Fine, delicate tints, such as lemon, buff, corn, shell pink, robin's egg blue and sea green will give beautiful results on white sheets for certificates, checks and, in fact, on all kinds of printed matter where a tinted background would be found appropriate.

The press makeready should be carefully done, and the flow of color should be cut down so that the delicate shade of the tint may show on the paper to the full extent. A heavy color would spoil the artistic effect of the tint.

A KIND FAVOR

Patient: Great Scott, doctor! What an awful bill for only one week's treatment!

Doctor: My dear fellow, if you knew what an interesting case yours was, and how strongly I was tempted to let it go to a post mortem, you wouldn't grumble at a bill three times as big as this!—*Syracuse Post-Standard.*

Collectanea Typographica

By HENRY LEWIS BULLEN

Printing made a million times stronger the power that writing had to make all men brothers through likeness in knowledge and wisdom. Moreover, the truths that pass through the printing press can almost never be lost. And with the printed records of human life at hand each man can study all men and find his place among them and discover the work for which he is best fitted.—John Cotton Dana.

* * * *

The Most Read Book

TWENTY-ONE Bible societies are printing the Bible, one in the United States, two in Great Britain and eighteen on the European continent. In 1919 there were issued twenty-one million Bibles, Testaments, or portions of both, in nearly five hundred languages. Not quite half of these were issued by Bible societies at cost or under; and the balance were printed by various publishers for profit. More Bibles are printed in English than in any other language — fully ten million a year.

From a literary and historical point of view no other group of books is as interesting as the books of the Bible. *Collectanea* meets lots of folks who seem to think that when they assert they do not read the Bible it is a mark of their progressiveness. The same folks, in fact, do not read Shakespeare, Scott or Gibbon, not to mention Homer or Plutarch. If one finds pleasure and profit in reading the immortal works of these men, he will find equal if not more pleasure and profit in reading the Bible, quite irrespective of religious belief.

* * * *

On Reading

THERE is such a thing as expertness in reading. There are those who read and learn nothing. The proportion of things worth reading to those that are positive trash is the same as the proportion of plays that will bear reading to those which in reading form are utter drivel. *Collectanea* believes in reading for fun, but not just one kind of fun. In reading, a little nonsense now and then is relished by the wisest men. But to read only that kind of stuff, how nauseating to a healthy mind! Next to mere good humored nonsense, there is

nothing less brain satisfying than the "snappy" paragraph school of literature. This is the chocolate sundae kind of reading. You read a column or a page of scintillations and, witty and "smart" as it seems, you carry away not a solitary mental vitamin.

An expert reader varies his menu. Happy is he if his occupation has a worthy literature, which may stir his

in most of them for the mind to cling to that as the next one is opened the recollection of the one before is lost; asked to describe it or its characters, the answer of the novel doped reader is "It's splendid," or "It's rotten."

That only is a good book which leaves its impress of facts or ideas or inspiration upon the mind. As the expert diner selects his viands for his physical need



The Auckinleck Private Press.

This press was established in 1815 by Alexander Boswell, of Auckinleck, Scotland, son of James Boswell, famous as the biographer of Dr. Samuel Johnson — the best of all biographies. In writing to a friend in 1817, the owner said: "I placed my press and types in a cottage, very pleasantly situated on the banks of a rivulet, concealed from the view from the house by a surrounding woods." Productions of this private printing shop are sought after by book collectors, all having been issued in very limited editions for intimate friends.

interest and satisfy his mind. The printing occupation has such a literature, which, to every printer who would have it so, will furnish a splendid banquet from cocktail to liqueur, from soup to nuts. But such a man need not (in fact had better not) confine himself to such a banquet, but should take mental tiffins and lunches and suppers of humor, of travel, of poetry, of philosophy, of history and romance, and thus live bountifully on all that culture provides to the well read man. Beware of reading too many books which do not leave a lasting image on the mind. The popular novels interest none but immature minds. To the expert reader they are weary, brain benumbing things, teaching nothing — merely time killers for minds so impoverished that precious time is burdensome to them. There is so little

and pleasure, so the expert reader selects his reading for his ennoblement or for his lasting pleasure. A book that has outlived its author is, as a rule, a good book, though a few books there are which persist because of their badness.

A young mind addicted to such ill cooked mental messes as popular novels, trashy short stories and story magazines, will almost surely lose forever its appetite for better mental foods. Such a mind is upon the same low plane with those who by tens of thousands flock to stupid, vulgar and ugly so called burlesque shows, which in thousands of American small cities are the only form of the drama obtainable. Owners of such minds are failures, despite any material success they may have.

There are innumerable kinds of successes from which to choose. Most of

us will choose material success, and one may have that sort of success together with the greater cultural success, a happy combination. When we come to the great successes of men who have done good work in their arts and for the advancement of civilization, these successes can not be achieved by men

A High Authority on Home Brew

WILLIAM A. HILDEBRAND, the assistant librarian of the Typographic Library of the American Type Founders Company, was the fortunate finder of a note book kept by George Washington when he was colonel of a Virginia regiment in the French and

put in a quart of Yea[s]t if the weather is very Cold cover it over with a Blanket] & let it Work in the Cooler 24 hours then put it into the Cask — leave the Bung open till it is almost don[e] Working — Bottle it that day Week it was Brewed.

* * * *

A Self Satisfied Master Printer

"To the Reader: At Bologna, in the year of salvation 1494, from the workshop of Plato de Benedictis, a most skilled master of this art, who printed this book in most beautiful types, its name 'Bononia Illustrata.' Should anything faulty or erroneous have been inserted in it, you must think it was overlooked, not by any neglect of the printer, but rather by the carelessness of his workmen. For he himself is endowed with exceptional ability and literary gifts, and in such practices is pre-eminent among the rest."

* * * *

Plowing In

Reviewing the history of the *New York Times*, Mr. Villard writes:

Its owner is especially proud to set forth that, of its annual gross income, only three per cent has gone to the owners, the rest having been *plowed* into the property for its betterment.

How many firms or corporations "farm" their properties with equal wisdom?

The simple minded farmer knows that his soil will become sterile unless he returns to it the vitality which he extracts, but many an able business man expects his business to yield and yield without any "plowing in" or returning of the profits to the concern.

Advertising is the "plowing in" of part of the profits to restore the lessened vitality.—*The Commercial Artist*.

* * * *

Legend of the Printer's Devil

When Faustus at first did his printing begin,
A boy he employed, and confined him
within,
Lest perchance, if abroad he were suffered
to stroll,
"The gaff he might blow," and discover the
whole.
Now those who had seen the poor lad thro'
a chink,
All over begrim'd with dirt, paste, oil, and
ink,
Declar'd 'twas the devil, since no one but he
Could make copies so nice to a tittle agree.
Nay, some went so far as to say that they
saw
The horns on his head and his devilship's
paw.
So 'twas held at that time that whate'er
was in print
Must be done by the devil, and the devil
was in't.
Thus the name was establish'd; and now,
sir, adieu,
But for this information give the devil his
due.



Home of the Strawberry Hill Press.

Horace Walpole's famous Strawberry Hill Press was housed in a cottage on his estate of Strawberry Hill, at Twickenham, near London. Walpole, who in his later years was Earl of Orford, established his private printing shop in 1757, and, though surrounded by objects of all the arts, and distinguished in his day as an author, he professed to find more pleasure in printing than in any other of his varied pursuits.

His first printer was William Robinson, who in a letter to a friend explained his position thus: "I am going into the country to transact business for a private gentleman. This gentleman is the Hon. Horatio Walpole, son of the late great Sir Robert Walpole, who is very studious and an admirer of all the liberal arts and sciences — amongst the rest he admires printing. He has fitted out a complete printing house in this his country seat, and has done me the favor to make me sole manager and operator, there being no one but myself." Robinson did not last long, retiring in 1758. He was succeeded by a few indifferent printers, until in 1765 Thomas Kirgate assumed charge, continuing until Walpole's death and after, and achieving some celebrity.

Books printed at Strawberry Hill Press are now much prized by collectors, but for association sentiment rather than for the typography, which was limited to being dignified and passable in merit. In these books the mansion is usually pictured on the title pages, but here we have the actual printing house, with Kirgate in the foreground.

Of printing Walpole wrote: "If I have any merit with the public it is for printing and preserving some valuable works of others, and if ever you write the lives of printers, I may be enrolled in the number."

who have permitted their minds and souls to be vulgarized by low grade literature. As civilization spreads its table of good and bad things before the young reader, let him choose the finer wines and viands of literature, so that, in whatever mental solitude, he may always be a clean thinking, well informed and intellectually resourceful companion to himself. The man who, on occasion, can not live happily and without tedium with himself is a cultural failure. Well read men get the most out of life.

* * * *

The first newspaper advertisement in England was of a book in *Mercurius Britannicus*, February 1, 1625. The book was illustrated "with a lively picture of the Prince and lady cut in Brasse" (a copperplate).

Indian war of 1757. Mr. Hildebrand disposed of it to the New York Public Library, which has issued a pamphlet, giving selections. It is the most interesting find in Washingtoniana for many years, noting his orders, his thoughts, and his requirements for himself and regiment. One entry is: "Get some tea — hyson," but men in those days did not live by tea alone, for in this invaluable souvenir is —

WASHINGTON'S RECIPE FOR HOME BREW

To make Small Beer — Take a large Siffer full of Bran Hops to your Taste.— Boil these 3 hours then strain out 30 Gallns into a Cooler put in 3 Gallns Molasses while the Beer is Scalding hot or rather draw the Molasses into the Cooler & St[r]ain the Beer on it while boiling Hot. let this stand till it is little more than Blood warm then

UNCLE SAM PRESCRIBES TYPOGRAPHICAL DISPLAY FOR MAIL FORMS

BY WALDEN FAWCETT



IF there is one responsibility in public service which, more than almost every other, is gathering complexity it is the handling of mail. The increase in population, the more extensive use of direct by mail advertising, and the determination of users of printed matter to find something different and distinctive in mail covers—these are but a few of the causes. Yet the producer of printing, in spite of his proximity to the proposition, might suppose that the solution would be only a matter of drafting additional postmen and placing additional mail cars in service. Unfortunately, there are limitations to the extension of facilities. Figuratively speaking, there are necks of bottles where the glut of mail can be prevented only by the adoption of standardization that permits maximum speed in handling.

That is why Uncle Sam is, of late, constantly taking a hand in what have long been considered the prerogatives of the printer. The printing craftsman may have denounced it as downright meddling, if he is jealous of the rights which are his by tradition. Whether or not mail needs justify the means, the fact remains that the Postoffice Department is constantly seeking to approach its ideal of standardization by prescribing not merely dimensions but typographical display for mail forms. This is not a trend of policy characteristic of one administration. It has been gathering force through several administrations at Washington until within the past few months it has attained proportions that seem certain to arrest attention in the graphic arts.

The department first headed for its objective of censorship of typography and paper selection some time ago, when it promulgated regulations regarding the space to be reserved on the address side of all mail for address, postage stamps, postmarking, etc. That was, to be sure, a somewhat roundabout way of dictating as to typographical display, but nevertheless it was obvious that if not less than $3\frac{1}{2}$ inches of clear space must be left on the right end of the address side of all envelopes, folders and wrappers, the limitation would ban certain typographical conceits that had previously been in favor. Then came the departmental crusade for the use of envelopes, wrappers and folders of white or light tinted paper, and for the elimination of all mail forms of unusual size or shape. While the department has never had authority to practice compulsion on these latter counts, the constant exertion of its influence has not been without effect upon users of printed matter who, either conscientiously or to serve their own ends, desire to make a show of utmost coöperation with the Postoffice Department.

Likewise designed to bring pressure to bear upon printers and users of printed matter was the mandate of the department that seals, stickers, small posters, etc., must not be affixed to the address side of mail forms, save at Christmas time, when there is a temporary suspension of the rule in order to pass the envelopes and parcels bedecked for the holidays. The objection to the presence of seals, stickers, poster stamps, etc., on the face of the mail form, is that postal employees working rapidly, often in poor light, may mistake the stickers for postage stamps and be confused thereby. That is a delicate hint that printers will serve their own ends by henceforth using only stickers of such size, outline and typography that can not be mistaken for postage stamps. The prohibition of the use of stickers on the face of mail stands in any event, but the diplomatic intimation to the printer is that the more he can differentiate between his stickers and the government stamps the less will be the danger of the prohi-

bition being extended so it will pertain to matter appearing on the back as well as to that on the face of the envelope.

Persuasive, also, rather than dictatorial, is the propaganda which the department is carrying on in behalf of the standardization of copy for "return cards." The postal rules require that the sender's name and address must be placed on all fourth class or parcel post mail, on all "window" envelopes, and on all registered mail. And it is the recommendation of the department, in which, of course, printers will concur, that such a clue to origin should be attached to every piece of mail. But the department has very set notions as to the form which should be taken by the return ticket for non-deliverable mail.

According to the department, the return card should be printed in the upper left corner of the envelope or wrapper, not on the flap nor in the lower left corner, as is so frequently done. The department does not insist that a return card specify any number of days after which undeliverable mail is to be returned to the sender, but the official attitude is that if the printer goes into particulars on this point he should specify not fewer than three nor more than thirty. Special request for return must be printed upon envelopes carrying the card of a hotel, club, school, college, etc., because the department goes on the theory that ordinary printing on the envelopes of such institutions is intended for advertising purposes, and unclaimed letters are not returned unless the copy embodies a specific request for return.

A definite address on a mail form is essential to insure its return in the event that the addressee can not be located; that is to say, such printed inscriptions as "Return to office of mailing" are not considered sufficient. It is on the score of specifications in address printing that the department is now making its most insistent effort. What the department desires above all is the inclusion in addresses of street, box and building numbers, or any other details necessary to expedite delivery. Uncle Sam is nowadays absolutely refusing to accept any orders for stamped envelopes printed with return card unless the printing gives full address as indicated, and a crusade is under way to persuade private printers to exert their influence in the same direction. The plea of the department is that the printing of the full address brings its own reward by expediting the delivery of mail.

Full well does the department realize the opposition to the printing of definite addresses by business men who take pardonable pride in the fact that they or their business enterprises are of such prominence that no street address is required. It is the same feeling that prompts the patriotic resident of a metropolitan city to scorn the suggestion that the name of the state be appended in printed copy, and that the names of both the city and the state be spelled out, as the department recommends. Officials persist, though, that if the user of printed matter had an intimate knowledge of how mail matter is distributed and dispatched he would realize that he is sacrificing efficiency for a more or less empty honor. By way of illustration, the officials cite the delays in the delivery of mail which penalizes those firms that, by their printed matter, induce correspondents to address mail simply to a street corner. If, as so often happens in a large city, all four corners in a prominent location are occupied by office buildings, each served by a different letter carrier, it may readily happen that mail bearing only a "corner" address will make several trips from the postoffice ere it reaches its destination.

Not by moral suasion alone is the Postoffice Department seeking to fix the boundaries of typographical display on mail matter. Lately there has been a disposition to make hard and fast rules. This is particularly noticeable in the case of address and shipping labels, tags and other "riders" for mail forms. Within the past few weeks the department has initiated, for the first time in its history, a drive against the many

labels and tags that have the return card of the sender printed entirely across the lower portion where the name and address of the addressee should be and where, by the department's version, postal employees are accustomed to look for the indication of destination. Because of numerous recent instances where pieces of mail matter were returned to the senders owing to the dominance and position of the printed names and addresses, the department has instructed postmasters all over the country to confer with mailers and with printers in an effort to secure the adoption of typographical display so arranged that the name and address of the addressee will be more conspicuous than the return card of the sender. The department is not objecting, it will be understood, to printed matter on the mail form, if only it be made clear that it has an advertising function. But with two addresses in immediate proximity, experience has shown that often it is "the return card printed in large bold faced type" which catches the eye of the "touch and go" postal distributor.

Riot of color in printed matter is also getting on Uncle Sam's nerves. To curb what it considers excesses in this direction the department is preparing to enforce more rigidly the provisions of Paragraph 3, Section 470, of the United States Postal Laws and Regulations. The department construes this clause as contemplating that the name and address of an addressee "shall not be obstructed by extraneous matter," and on that count it is going after mail forms which show such a burst of color that the postal worker is partially blinded. It might be added that there is no intent that this limitation shall be made to interfere with the use of watermarks or other features which do not seriously overshadow addresses.

Inclination of the department to put in force definite typographical specifications is further attested by the stipulations recently made by the Second Assistant Postmaster General governing the acceptance of motion picture films in the mails. No package of films is acceptable unless it bears a "caution" label whereby the shipper certifies that the contents are packed as prescribed, and whereby postal employees are cautioned to keep fire and lights away and to sweep up and remove the contents of broken packages. With respect to the label, the department requires that it be a diamond shaped yellow label, each side four inches long, with the wording printed in black letters inside a black line border measuring three and one-half inches on each side.

Adoption within the past few years of certain new features of postal policy has naturally and inevitably pushed the department in the direction of additional specification of the typography of mail forms. One influence to this end is the inauguration of the system for the forwarding or return to sender of second, third and fourth class mail, provided the piece of mail bears the printed promise of the sender to defray the extra charges. A second urge to play specification writer has come with the extension of the "permit" system whereby mailings of a requisite number of identical pieces may be deposited in the mails without stamps affixed and with the payment of postage in cash attested by printed inscriptions embodying in each instance the permit number of the mailer.

The first choice of the department for copy for the pledge to defray cost of forwarding or return of mail other than first class was the line, "Postage for return will be sent on notice after — days to," followed by the return card of the mailer. Later the department reduced this to the bare line "Return postage guaranteed," appended to whatever copy the mailer may be using indicative of his business, location, etc. "Permit" printings on mail forms that go into the mails without stamps must toe the line of departmental stipulation. The imprint must be placed in the upper right hand corner of the address side of the envelope, wrapper, label or tag. The copy must embody a statement of the amount of postage paid on the piece, the word "Paid," and the name of the postoffice

and state where mailed, followed by the permit number which has been assigned to the individual mailer.

With the advent of the year 1922 comes a new kink in the mailing system which will require imprinting of mail forms by a set formula. This is the concession whereby articles of merchandise will henceforth be given transmission at fourth class rates of postage in sealed packages, provided each package be appropriately labeled. The purpose of the innovation is to liberalize the conditions which have heretofore required that parcels at the lower rate of postage be unsealed. Now the demand for the open package is waived, provided the mailer will append printed information regarding the character of the contents, as, for example, "Confectionery," "Food Products," "Hardware," "Wearing Apparel," etc., accompanied by the permission, "Postmaster: This parcel may be opened for postal inspection if necessary." Quantity of contents need not be indicated in the printed matter, although this information can be shown if desired.

Finally, there is in prospect one more postal innovation which will have its sequel in the department's typographical code. This is the project which seeks to arrange for the payment of postage at destination by firms relying on printed salesmanship—"return postage collect" on the replies to the offers of direct mail advertisers. The department is now working out the details of this plan so long desired by printers because so earnestly desired by many of the printers' best customers. It is as good as decided that, if Congress gives the word, the new encouragement for users of reply cards, questionnaires, reply coupons, and the like, will be available only for the large users of printed matter. And each reply form will require special printing, indicating, for example, the time limit on the "free postage" offer.

DO YOU REMEMBER WAY BACK WHEN—

Cuts like this were the only ones we had? This is printed from the original wood block, and is shown through the courtesy of Hugh Brady, former president of Chicago Typo-



graphical Union, No. 16, and now with the Smith-McCarthy Typesetting Company, of Chicago. Mr. Brady states that he knows the block is at least fifty years old, how much more he can not tell. It was made for the butcher whose name appears thereon, who was in Brantford, Ontario. The block is in a remarkable state of preservation after years of service.

LIMITED LIABILITY

Among the witnesses called in a trial in a Southern court was an old darky.

"Do you swear that what you tell shall be the truth, the whole truth and nothing but the truth?" intoned the clerk.

"Well, sah," returned the witness, shifting uneasily. "Dis lawyer gemmun kin make it a pow'ful lot easier on hisself an' relieve me of a mighty big strain ef he'll leave out anything about gin an' chickens. 'Ceptin' fo' dose, Ah guess Ah kin stick to de truth."—*The American Legion Weekly*.



COST AND METHOD

BY BERNARD DANIELS

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage.

The Cost of Noise

There is at present a fad for having the print shop all on one floor. Various reasons are given, but the most stress is laid upon the saving of carrying forms and material from floor to floor and the greater ease of superintendence when the shop is right under the manager's eye.

As usual there are two sides to the question, and quite recently we had the privilege of comparing the results of both plans under the same management.

Owing to an unjustifiable increase of rent a certain printer decided to move, but could not get any location where the plant could be placed on one floor as before, so he was compelled to divide it on two floors, the pressroom occupying one floor, and the composing room and bindery the other.

He fully expected all kinds of trouble and loss because of the division, and spoke freely of it to his friends. This induced us to ask him to compare the first three months after the plant was settled in its new quarters with the same three months of the previous year in the old place. He cheerfully did as we requested, hoping to show us that he was right in his pessimism. Here is his report:

"As soon as we were really settled I told the foremen what you wanted and that they were not to use any special effort to improve conditions until the test was over." This, of course, was to make good his claim that the new arrangement would cost more.

"When we completed the first month I found that there had been ten per cent more production in the composing room, though we had the same number of employees. The pressroom foreman reported that he liked the change because there was less visiting from other departments, and the forms came down in better shape because the compositors did not like to go down stairs to fix them."

At the end of the three months he called a meeting of his foremen and asked them how it was that the composing room had been able to turn out more work and the bindery more work than when they were all on one floor, though they had to carry the work from one floor to the other.

The composing room foreman said that he had noted a decidedly improved temper and industry on the part of the compositors, and a large decrease in the number of errors, owing to the quietness of the room. Formerly the noises of the presses had acted as an irritant to the nerves and decidedly reduced the efficiency of the men.

The bindery foreman claimed that the same effect had been noted by him among the girls in his department.

As the crucial test, the cost of production for the two periods was carefully and critically compared, due allowance being made for the difference in wages, and it was found that the actual production cost per dollar of product was five per cent less in the composing room, seven per cent less in the bindery, and, strangest of all, almost five per cent less in the pressroom. This latter, the pressroom foreman said, was due

to there being fewer corrections on press than they had ever had in a like period. Opinion was divided as to whether this should be credited to the moving or not.

There had been no change in equipment, and the arrangement of each department was as bad as in the old quarters. This latter is being corrected, as the owner now realizes that quietness and convenience mean real savings which will appear in the profits.

Depreciation and Good Will

"Should good will be included in the inventory of a printing plant, and should it be subject to depreciation as are other inventory items?" asks a Southern reader.

What is good will? One writer describes it as "that intangible something, the result of good business methods, which ties the customer to the house." Another claims that good will is "the accumulated service beyond the mere dollars and cents value of the transactions with customers."

Both are right and both are wrong, for good will is a more personal thing and can seldom be accurately valued in money, because it can never be transferred in its entirety by mere bargain and sale.

An old established concern which has accumulated a large stock of good will can consider it as of value when the business is transferred to a younger generation or to junior members of the firm creating it, in which case it does not depreciate but enhances in value by careful use.

Good will as an article of merchandise has no value and should not appear upon the inventory of a printing business. Having no value it can not depreciate.

Another question asked is "What should I consider as the real value of a plant that has been running eleven years, and what should be written off for depreciation?"

The usual allowance for depreciation of machinery is ten per cent per annum, and any machinery that is eleven years old is probably so out of date as to be almost useless as a money maker through the general improvement of the manufacture and new inventions. After about seven years of use printing machinery is generally so obsolete as to be worth only about twenty-five per cent of its invoice price as second hand material, even if it is in good working condition.

Depreciation on type has proved to be an average of twenty-five per cent of the total investment, though some of the larger sizes may seem to show hardly any wear. The usual custom of buying new type from time to time has the effect of keeping a check on depreciation, and for the purpose of making a quick inventory it is usual to consider the type in a running composing room as worth about fifty per cent of the invoice price taken as a whole. It is worth only old metal price if sold separately.

Figuring fifty per cent of the type and twenty-five per cent of the balance of the plant as the going value would give a rather high valuation for a plant eleven years old, particularly if it is a small one.

In cases like this it must be borne in mind that the growth of non-distribution is making the composing room investment in old type of less value, and is shifting the inventory to the typemaking and composing machines.

Recent inventions in job presses have also rendered the old styles obsolete and of very little value.

The Old Estimate File

Printing is now entering, or perhaps we should say has now entered, a period of "buyers' market," and the shopper is again abroad in the land. This is to be expected because it is the natural condition of business. Those periods when the demand is greater than the supply are phenomenal and can be expected to continue for but a short time. Either additional printers will enter the field and the excess demand be supplied, or it will abate and normal conditions return.

Now that there has been a return to the old conditions, it will prove interesting and instructive to look back and study how to avoid a repetition of the old mistakes.

With this idea in mind we have gone over some old estimate files and gathered the results of conditions before the war. The figures we give are an average from some twenty-five shops varying in size, and the interesting fact is they correspond with those of several other shops for 1921. According to these old files, estimates were made upon business amounting to nearly \$600,000, quite a respectable amount in itself, but representing only twenty-two per cent of the total business of these twenty-five plants.

Of this \$600,000 of business estimated upon, forty-nine per cent was found to be work which these plants had no possible chance of getting—check ups, jobs which were never placed, duplicate estimates, and jobs that were changed and new estimates made. Nearly half, or forty-four per cent, was really competitive and was lost to other printers on price or for other reasons.

This leaves seven per cent, or \$42,000 out of \$600,000, which was placed with the printers whose estimate files we had the privilege of examining. As these firms were doing a business of over \$1,200,000, the actual orders received through competing estimates were less than four per cent of the total, and in only three cases did they reach six per cent.

Here is the lesson this should teach. The cost of estimating is greater than the profits from the orders so obtained, while the same amount of brains, energy and money spent in real salesmanship will bring far greater returns.

Just get out your estimate file for 1915, and see how it compares with these figures.

Type and Time

Invention has revolutionized the modern methods of working in many businesses, but in none more truly than in the printing trade. If the printer of today could only look back fifty years or so and note the many changes that have taken place he would wonder how the "old fellows" managed to do the good work they did.

The presses of today are the final result of many wonderful inventions, each an improvement on the one immediately preceding, which accounts for the great similarity of the few varieties that now represent the survival of the fittest.

In the composing room we still have the same kind of type, the improvement here being shown in the scientific accuracy of its manufacture and the more artistic character of its faces. Of course, thousands of type faces have come, been acclaimed all that is wonderful, had their day of fashion, and disappeared to give way to better ones, only the very best holding their own for more than a short time.

The typesetting machines came and went, and were superseded by the typemaking machines because of the time saving factor that met the demand for low cost of production.

The type caster, which was for many years the specialized and almost unknown adjunct of the typefoundry, has been popularized and made a part of the ordinary print shop equipment. This has brought about a great reduction in the price of typemaking, until the trade journals are carrying advertisements offering type at less than the cost of distribution.

The one point in the composing room where improvement has been the slowest is in the distribution of used type. Formerly a necessity, because of the cost of type and a lower standard of wages, it has now become a question of "Type or Time," with the preponderance of testimony against the type.

The non-distribution system is gradually gaining recruits and the trade plants are now advertising the material to make it most effective.

It will be as great a change as was the cylinder press, but it will also be as great a profit producer as is the cylinder compared with the old hand press.

When the cost of distribution is more than the cost of new type, distribution is an extravagance which no business can stand and at the same time meet commercial competition. It certainly looks as if that time were here now.

The Last Fifteen Per Cent

Your customers are sure that your prices are at least fifteen per cent too high. You are dubious about adding twenty-five per cent to the total cost, or the estimated cost, in making prices. You, perhaps, are willing to admit that there may be a five per cent possibility of error in your calculations or records, and you think that probably the cost figures are a little too low. You know that some of your competitors are making prices too low for you to see any profit in them.

Let us counsel together:

You admit it would be all right to add five per cent to cover the possible errors in the cost records or estimates, and those small items which are always forgotten. You sometimes "feel it in your bones" that you could make a good living and would be satisfied if you could make a clear ten per cent if the amount of business kept normal.

Now, suppose that your costs upon a certain job are \$100 and you add five per cent for those errors and incidentals; that makes \$105. "But," you say, "I can not do it that way and then add a profit of twenty-five per cent."

That's so! Let's try it the other way. You have a cost of \$100 and add twenty-five per cent, making \$125 as the selling price. You bill the goods and give the customer thirty days' credit, which eats up one-half of one per cent, or $6\frac{1}{2}$ cents. He may take sixty days, and there goes another $6\frac{1}{2}$ cents, making \$1.25 that you must add to your cost. Your net proceeds of the sale are now \$123.75 and not \$125. From this you must deduct the cost, \$105, which leaves a margin for profit of only \$18.75.

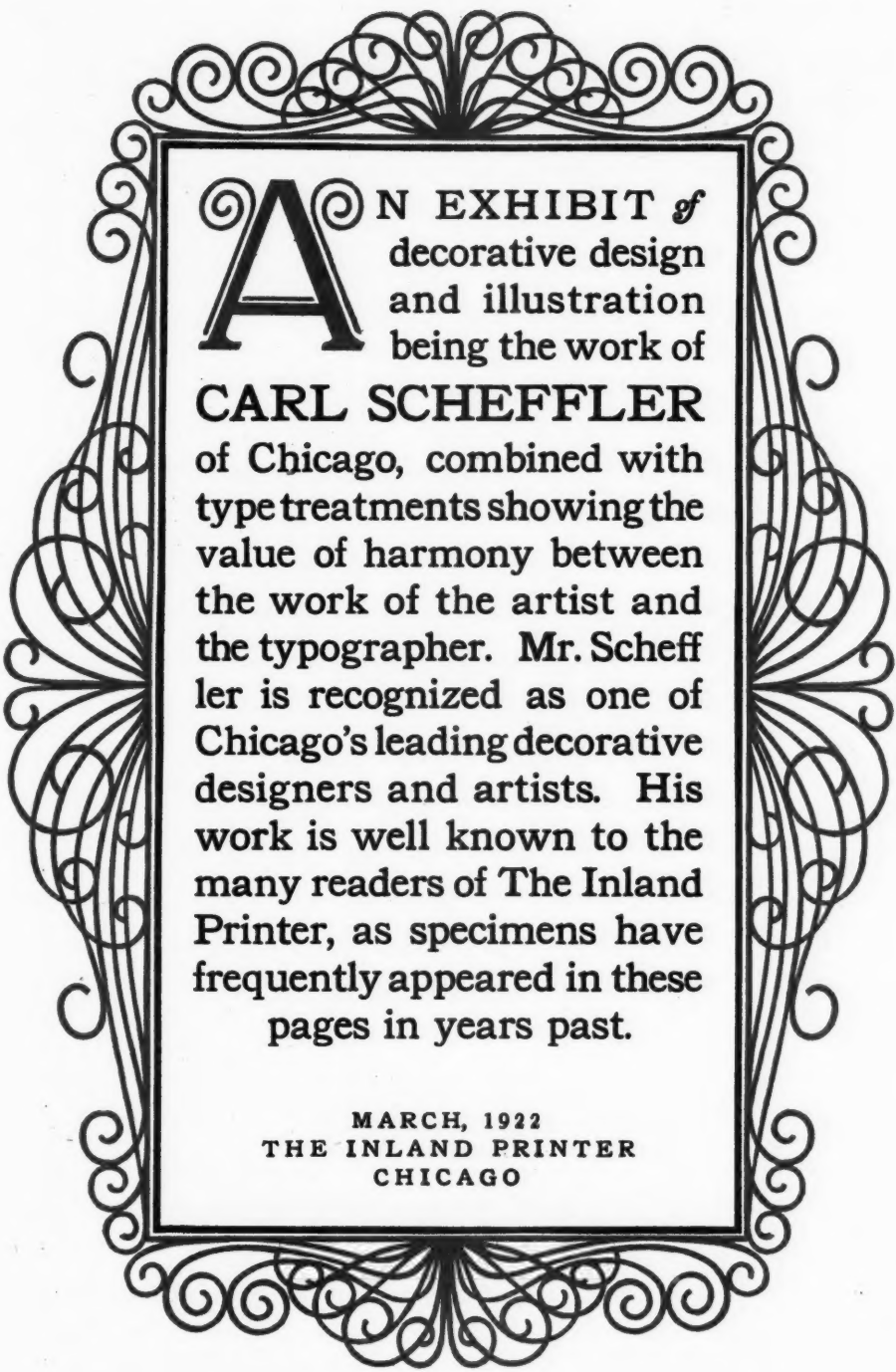
This \$18.75 is just fifteen per cent of your sale of \$125. That last fifteen per cent is your profit. Is it too much?

Had you added only twenty per cent, the bill would have been \$120 and the net profit \$13.80, which is $11\frac{1}{2}$ per cent net profit.

How many of your jobs are actually priced by adding twenty or twenty-five per cent to the total cost? Is it not a fact that more than one-third have prices given in advance which do not afford even a ten per cent profit?

How about the prices charged by your customers who claim that yours are too high? If they would let you investigate you would find that many of them add thirty-five to fifty per cent to their costs in determining the selling price of their product.

You are entitled to that last fifteen per cent and the profit that it represents. See that you get it. Better lose the order than lose the profit. No one ever succeeded in the printing business or in any other by merely swapping dollars.

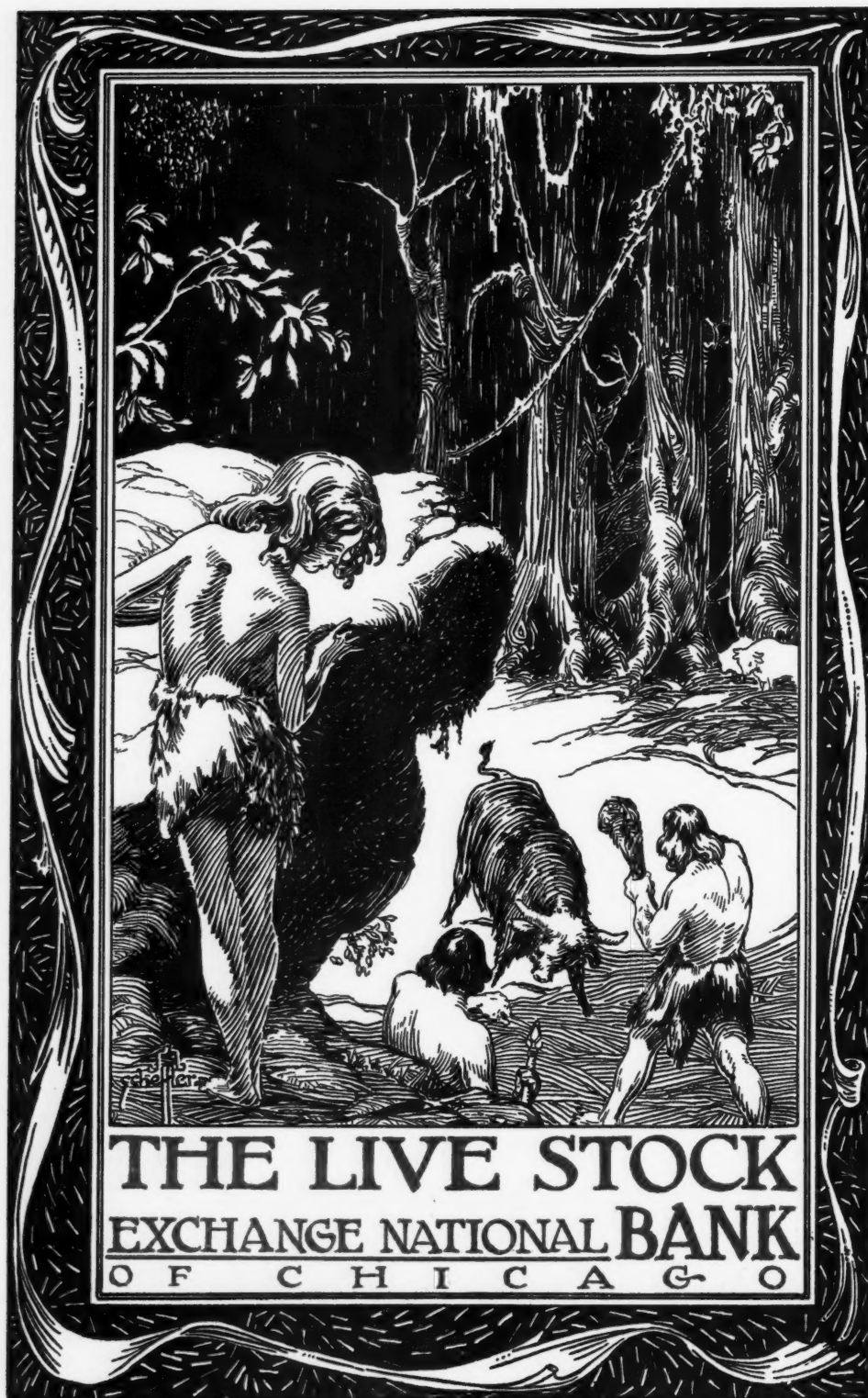


AN EXHIBIT *of*
decorative design
and illustration
being the work of

CARL SCHEFFLER

of Chicago, combined with
type treatments showing the
value of harmony between
the work of the artist and
the typographer. Mr. Scheff
ler is recognized as one of
Chicago's leading decorative
designers and artists. His
work is well known to the
many readers of The Inland
Printer, as specimens have
frequently appeared in these
pages in years past.

MARCH, 1922
THE INLAND PRINTER
CHICAGO



Title page of a folder, the first of a series of six depicting live stock through the ages, arranged for The Live Stock Exchange National Bank, of Chicago. One inside text page is shown opposite. These folders took the place of the regular bank statements.

IN THE STONE AGE, we find the first definite records of mankind and of that dim period, ages long in itself, only the most meager details are available. Man's low intelligence was chiefly concerned with the procuring of food and shelter, and he was surrounded on every side with grave dangers from wild animals and enemy clans. Stealthily faring forth, this strong and ferocious primitive man, armed with the crudest of weapons, stalked his prey at great risk of his own life and even when they hunted in numbers, the wild ox or the clumsy buffalo often took toll of human life before being slain. The successful hunt was therefore just cause for great celebration as it meant not only food in plenty but also clothing, shelter and thongs to bind new implements. At their crude altars facing the setting sun (such as the one still standing at Stone Henge, England) the nearest approach to religious ceremony was held, when the flesh of the entire animal was consumed at one huge protracted feast, satiating the gnawing hunger of the tribe and stimulating the savagery of the sturdy, prehistoric race.

Y Y Y Y Y

In extreme contrast to this primeval alternating feast and famine is the highly organized modern method of live stock production, and the even and continued distribution of meat products in the complicated civilization of today in which banking plays no small part.

THIS INSTITUTION
is devoted to the
encouragement and de-
velopment of this im-
portant industry and
is the acknowledged
CLEARING HOUSE
OF THE WORLD'S
GREATEST LIVE
STOCK MARKET.



*This is the first of a series of six folders depicting
LIVE STOCK through the AGES.*

*Inside page of folder, title of which is shown opposite, demonstrating
the effectiveness of type treatment in harmony with the decoration.*



Title page of the fourth folder in the series referred to on the preceding pages.



MILTON SUMS UP THE

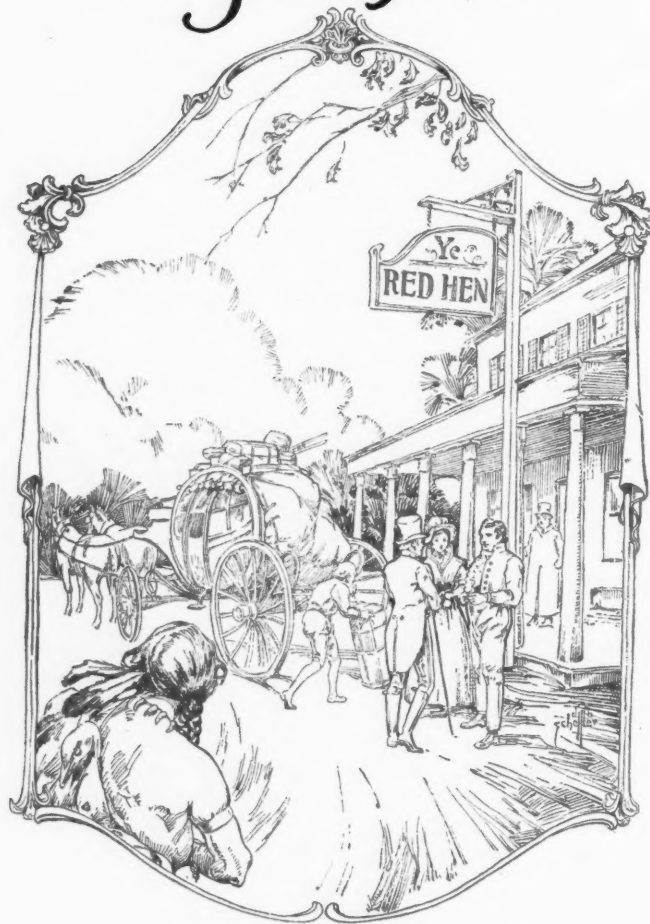
Renaissance for us in his Faustus as "a passion for life, sleepless in its search and daring in its grasp after the infinite in knowledge and in pleasure." Groping out from the dark ages, where all learning was the private property of the clergy and the masses were either actual slaves or at best serfs bound to the land which they tilled and subject to arbitrary tax by their lords and to the varying fortunes of their contending rulers, the world found new life and incentive for progress, religious and material.

There is little doubt that the Revival of Learning emanated from the Byzantine Empire and that the ill-fated Crusades and fall of Constantinople hastened the revolution in life and learning throughout western Europe. Through this period of awakening the arts and sciences prospered greatly and manufacture and agriculture made great strides. Nations were founded with a consequent lessening of petty wars and their burdens and comparative peace prevailed. Circumstances favored a rapid spread of the new learning and individual ideas and efforts were more and more rewarded.

To those wonderful days belong the first printing press and other early machinery. Agricultural methods were revolutionized and farming and live stock production co-ordinated. Cities grew great and the necessity for feeding the urban population developed the first slaughter houses which crude and uncleanly as they were remained practically unchanged until the development of great modern systematic and sanitary packing plants of our own day in which Chicago was the pioneer and continues premier.

This is the fourth of a series of folders depicting **LIVE STOCK** thru the ages. Previous copies sent on request.

Where we foregather



JOHN R. THOMPSON
Chicago

Does the ordinary everyday eating place, restaurant or lunch counter, offer possibilities for the development of an illustrated book or pamphlet? It does. Witness the treatment given this title page, combined with the first page of text, shown opposite, and the sketches shown on last page of this insert. They are taken from an interesting pamphlet with an historical treatment, prepared for the John R. Thompson restaurants, Chicago.



At the Fish Market

The evolution of a great industry

IVERY day I set out accompanied by two men servants with hand trucks which they bring back laden—fish, meat, vegetables, eggs, butter, poultry and game. I buy everything from the vendors, thus getting provisions at wholesale prices.”

Just imagine yourself, Mr. Proprietor of a large restaurant, doing this. And yet the foregoing is an authentic statement of the way the owner of one of the greatest Parisian restaurants purchased his supplies in 1905. A far cry, is it not, from the simple wayside inn of the old days or the city or village Tavern to the beautiful restaurants and white enameled, tiled and marble lunch houses with their big commissaries of today?

That is the development or evolution of the business in which the captains of the restaurant industry find themselves now. The really strange part of the metamorphosis of this great business is that it has taken place within a single generation.

Fifty years ago there was practically nothing but railroad eating houses, with occasional all night lunch counters, in which one could

Page One

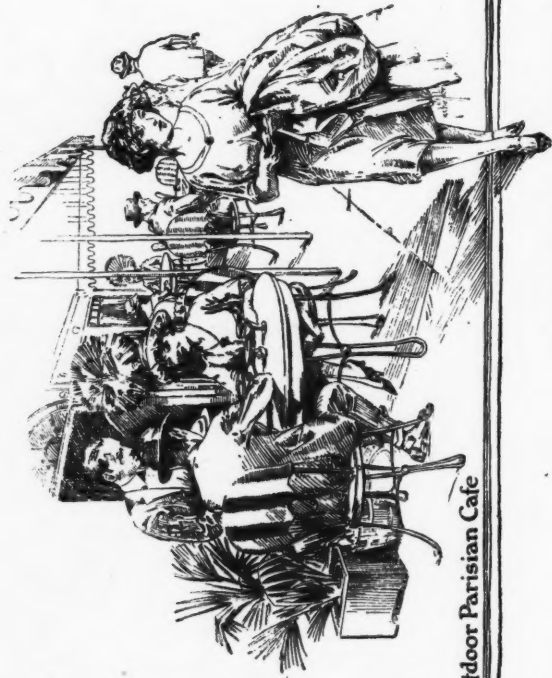
First page of text, taken from pamphlet, title of which is shown opposite. The delicate line treatment of the illustrations in this pamphlet stands out in striking contrast to the boldness in the decorative work on the bank statements shown on the preceding pages of this insert, evidence of the versatility of Mr. Scheffler, the artist.



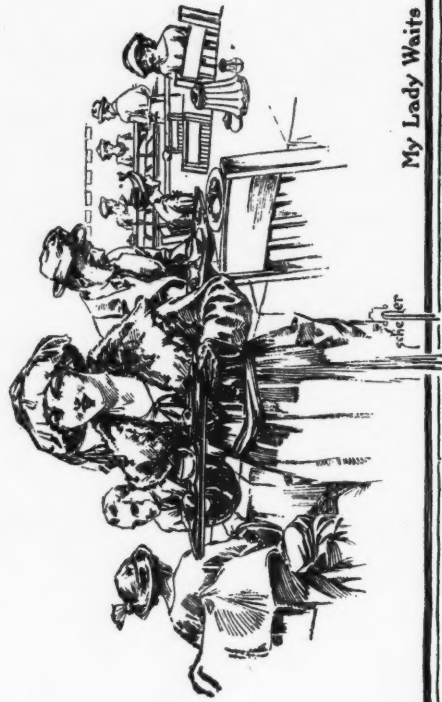
The Roman Way



An Ancient Khan



Outdoor Parisian Cafe



My Lady Waits

Four sketches by Mr. Scheffler, selected from the pamphlet "Where We Foregather," the title and first text page of which are shown on the preceding two pages. The work of the artist in thus picturing eating places in different ages and places added immeasurably to the value of this unusual piece of advertising literature.

JOB COMPOSITION

BY J. L. FRAZIER

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

Devices for Getting Attention

When you start out to set an advertisement, or to plan one, do you consider *first* what the advertisement must accomplish *first*? You should, by all means. The selling power of an advertisement, which is the only power it can have that's worth a hang, depends to a great extent on its ability to get atten-

black and white illustration doesn't stand as much chance as one wherein the illustration is printed in colors.

However, a plain type advertisement can prove forceful in gaining attention if the designer will keep in mind the handicap he is working under and govern himself accordingly. Of course, we here consider lettering in the light of type, first of

What a Car! What a Price!

\$900 Reduction on C-48 Touring

Other Models Reduced Proportionately

For further information the visiting visitor of this price reduction, coming again the "C-48" Touring, which, just after the war, was selling at \$1,200. The new car will bring a down to \$1,100. A series of 1921, and a new reduction of \$100. The new car will bring a down to \$1,000. The new car will bring a down to \$900. The new car will bring a down to \$800. The new car will bring a down to \$700. The new car will bring a down to \$600. The new car will bring a down to \$500. The new car will bring a down to \$400. The new car will bring a down to \$300. The new car will bring a down to \$200. The new car will bring a down to \$100. The new car will bring a down to \$0.

WESTCOTT
The Car with a Longer Life

NEW PRICES		Effective September 1, 1921	
"LIGHTER SET"			
C-48 Touring	\$1,100	C-48 Touring	\$1,100
C-48 Sedan	\$1,000	C-48 Sedan	\$1,000
C-48 Coupe	\$900	C-48 Coupe	\$900
C-48 Roadster	\$800	C-48 Roadster	\$800
C-48 Convertible	\$700	C-48 Convertible	\$700
C-48 Cabriolet	\$600	C-48 Cabriolet	\$600
C-48 Limousine	\$500	C-48 Limousine	\$500
C-48 Pullman	\$400	C-48 Pullman	\$400
C-48 Sedanette	\$300	C-48 Sedanette	\$300
C-48 Coupelet	\$200	C-48 Coupelet	\$200
C-48 Roadsterette	\$100	C-48 Roadsterette	\$100
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette	\$0	C-48 Pullmanette	\$0
C-48 Sedanette	\$0	C-48 Sedanette	\$0
C-48 Coupelet	\$0	C-48 Coupelet	\$0
C-48 Roadsterette	\$0	C-48 Roadsterette	\$0
C-48 Convertibletop	\$0	C-48 Convertibletop	\$0
C-48 Cabriolette	\$0	C-48 Cabriolette	\$0
C-48 Limousinette	\$0	C-48 Limousinette	\$0
C-48 Pullmanette			

Even without such an interest provoking headline it is possible for the plain type, or lettered, advertisement to have strong attention value, as, we believe, Fig. 2 demonstrates, although as reproduced in miniature, alone and not in competition with other advertisements on a newspaper page, much

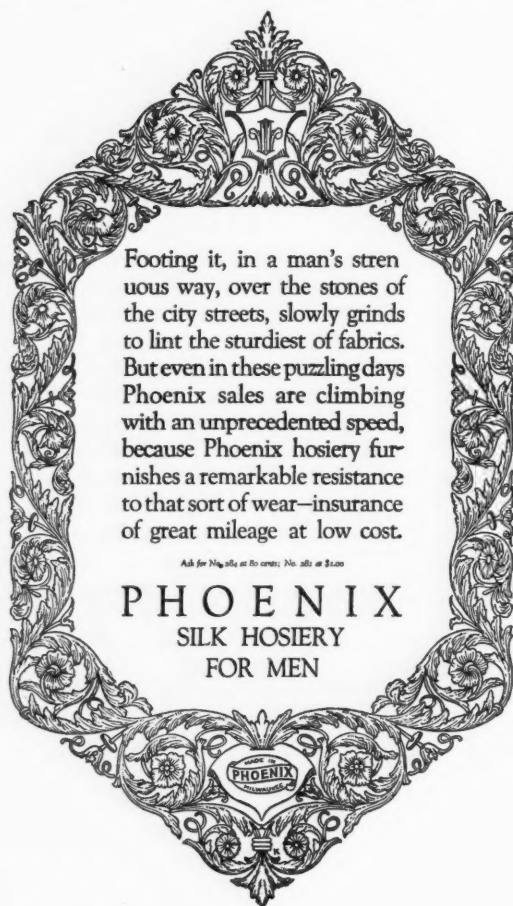


FIG. 3.

must be left to the imagination or taken for granted because we say it's so. The foundation or reason for its attractive force is in its unusual strength—it might be likened to a bombshell—although, in addition, the fact that few advertisements are so treated gives it a certain novelty, or distinction, and that difference of appearance from the average and ordinary has in itself striking interest getting power.

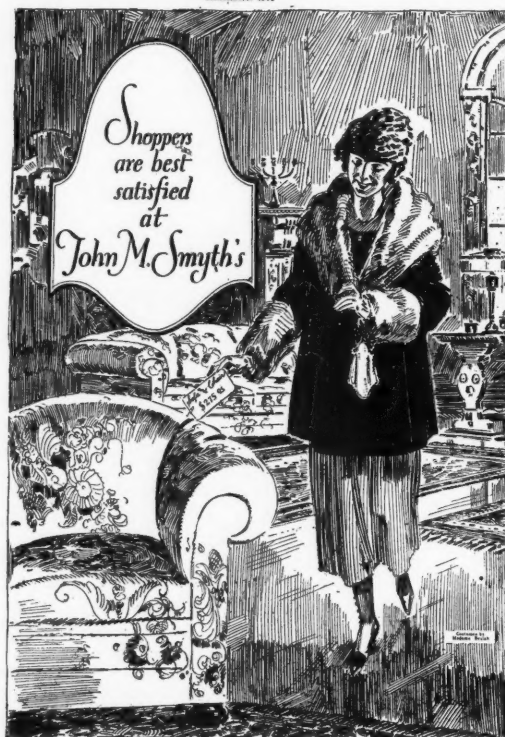
Now let us consider an advertisement in which another of our attention devices is employed, namely, the decorative border. Fig. 3 demonstrates the possibilities of such a border in catching the eye; in this instance the designer has plainly depended upon the border to attract attention, the type being subordinated and held in the body, except for a sort of mildly displayed signature. This Phoenix advertisement is one of a series, all of which were featured by a similarly figured border but of different shape, prepared by Glen Buck, who is notably "strong" for borders. He almost always uses a prominent border; always a good border. While the series in question has been criticized in some quarters from a selling and advertising standpoint, none will say the advertisements did not *insist* upon being looked at. When almost every big advertiser is going in for pictures, the writer, for one, believes the veteran advertiser, Mr. Buck, knows exactly what he is about in making his advertisement different by featuring borders

instead of illustrations. The important thing is to get an advertisement read; one method is as good as another if it turns the trick—and, remember, in physical appearance it is the thing that is different, yet attractive, that gets the eye.

In Fig. 4 complete dependence for getting attention is placed upon illustration. The advertisement occupied about three-fourths of a page in the *Chicago Tribune*, yet the type matter, here lettered, is practically nil. What few words there are, "Shoppers are best satisfied at John M. Smyth's," speak volumes; it was worth all it cost that big furniture store to impress that one thought upon the minds of the *Tribune* readers. Attention was the prime essential. In contrast with other advertisements on the same page and on the facing page of the paper, largely, as usual, made up of type, such a display will stand out, aside from the attractive force of a picture as a picture. The odd shaped panel inside it, containing the few vital words, likewise stands out prominently.

Such a dominating illustration as that of Fig. 4 will get attention almost regardless of inherent interest, first because

John M. Smyth Company
Established 1867 Madison & Halsted



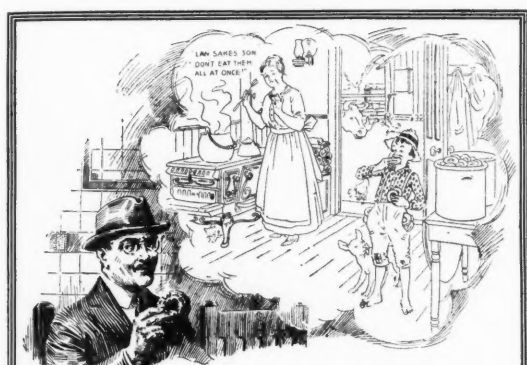
Open Every Monday, Wednesday and Saturday Night until 10 o'clock

FIG. 4.

it is big and, second, because it is rather unusual to see an illustration so featuring a newspaper advertisement. Illustrated advertisements in which the picture is not the "whole works" are not so certain to get the eye. Such advertisements are not unusual. In these cases more consideration must be given the interest arousing qualities of the illustration, which, like the heading of the plain type advertisement, must tell an interesting story. Of this type Fig. 5 is an admirable example. In original form it, too, occupied approximately three-fourths of the *Tribune* page. Is not the illustration alluring? Does it not suggest the good old boyhood days, "the days of real sport"—and ma's doughnuts—which we all love to contemplate? Is not the heading also alluring? Human interest appeal, both in word and picture, will always pull strongly.

In referring to the Phoenix advertisement under the head of borders we stated that all units of the campaign were of different shape, although the same decorative motif was followed throughout. Here is another tip, which, while not always to be commanded by the smaller printers and publishers, seems to demand reference in this connection: Most advertisements are rectangular panels; that shape in itself, because common, has little value in attracting the eye. However, when we get away from the usual rectangle and evolve circles, ovals and diamond shapes we create a contrast, the distinction of which grips and generally holds the eye. The Chalmers advertisement, Fig. 6, is an illustration in point. Your eye is immediately focused on the type matter in the circle, the illustration here is second in display force.

The object of all this—and of all these illustrations—is not an attempt to tell you something that we think you do not know. It is mainly to show excellent examples of different devices for catching the eye. It is to freshen your thought, to help you keep in mind the cardinal points on which you can expect to tempt the eye of the greatest number of readers. Too often advertisements, as well as other display forms, are



Oh Boy! Real Doughnuts!

That boyhood appetite of yours will come back with a rush when you taste a Thompson doughnut. TWO FOR A NICKEL—that's all they cost. We could charge more, because they're worth it. But that isn't the way John R. Thompson runs his business.

His rule is to make everything served in his Pure Food Restaurants the best it can be made, and everything is sold at the lowest possible margin of profit. Step this way for delicious, digestive doughnuts.

Look for this PURE FOOD SIGN—

Thompson's

The John R. Thompson Co. owns and operates over 100 Pure Food Restaurants in Chicago, St. Louis, New York, Adams, Kansas, Baltimore, Birmingham, Birmingham, Boston, Canton, Cincinnati, Cleveland, Detroit, Denver, Erie, Philadelphia, Pittsburgh, Portland, Quincy, Saginaw, Springfield and Torrington.

FIG. 5.

begun without sufficient thought and planning. To start out without a definite idea as to how attention is to be gained—without which, obviously, there can be no results—is the most serious mistake a compositor, an advertising man or an advertiser can make.

PERSONALITY OF TYPE

Type has its personality, just as men and women have theirs. The "dress" of a printed page is a more powerful factor in the selling power of that page than the personal appearance of a salesman in its influence on the customer, because a printed page that repels is dismissed once for all, while a badly dressed salesman may overcome the physical handicap of first impression by force of counterbalancing sales abilities.—Byron S. Adams, in *Impressions*.

CAN YOU SELL YOURSELF?

Frank Farrington's Business Talks—All rights reserved.

You offer yourself for sale. You want somebody to buy your services, your time, your energy, your efforts.

If you have a position now, a pretty good position, you may think you have made the sale and need worry no longer. But if you were operating a store would it be good business to



Get the Truth About the Chalmers

Chalmers automobiles today are definite and outstanding. No matter how many cars you have driven, or what kind you will agree after an hour's ride.

You will want these superlatives for yourself! In the easy throttling down, the smooth, quick pickup, the silence which cloaks the splendid power.

But these are not all. All the way through, Chalmers is unmatched value in today's market.

Get the truth about the Chalmers. Owners can tell you how little it costs them, for daily operation and for monthly repairs.

Telephone any Chalmers owner. Send us the coupon; or telephone us now that you want to know how good the Chalmers is.

MAXWELL-CHALMERS SALES CO.
1000 North Dearborn, Chicago, Ill. Phone 2-1000

COUPON

I would like a demonstration of the superior value of the Chalmers.

Name _____

Address _____

Telephone _____

CHALMERS

FIG. 6.

make no effort to hold the trade of the individual already a steady customer? The merchant making no such effort would lose his best customers.

You should work to keep your employer sold on your usefulness so you can hold your position, and also so you can get a larger salary. The probabilities are that the best prospective purchaser of your services is he who has already secured them and knows whether they are satisfactory.

If you can give your present customer satisfaction, making him like your services, you should be able to make your services so valuable he will pay an increasing wage for them.

In order to get more money for your services, you must earn more. You must be worth more before you get it, because an employer is not foolish enough to pay you in advance for what he hopes you are going to do.

Some men reason that because they have held a position for so many months or for so many years they deserve an increase in salary. You and I know that the concern that would increase its employees' salaries for no other reason than that they had been with it for so many moons, would soon find itself losing money on them. If you want to get more money for yourself, you must make more for the boss.

So, selling yourself is a matter of proving your earning power. When you sell yourself to a man the first time, you have to show him, convince him that if he gives you the chance you can earn money for him. In order to sell yourself again and hold your position or get a raise, you must actually earn more money for him.

And that is all there is to selling yourself, just as it is all there is to selling merchandise—just show the other fellow he will profit by buying.

A SIMPLE METHOD OF ARRANGING HEADINGS FOR COUNTRY NEWSPAPERS

BY A. H. RITTENHOUSE

The average country newspaper pays far too little attention to its heads. And yet a neatly displayed head adds immeasurably to the appearance of a newspaper. It is, of course, too much to expect that the country editor can equal the city newspaper in variety of displays, for the city paper has trained

**MANY PUPILS IN OGLE
COUNTY GET DIPLOMAS.**

-3-

**Names of the Eighth Grade Graduates
Who Received Certificates at
Oregon Last Week.**

-3-

No. 1.—Copy arranged for double head.

specialists who write nothing but heads, and the reporter or special writer never has anything to do with the heading that is carried on his writings.

With the country newspaper, the reporter must possibly be "head man" as well as a lot of other things; but with a little system and a little gray matter there is no reason why the rural paper can not look just as neat as the metropolitan sheet. First of all, each paper must decide what class of heads it wants to carry. In the case of the *Index* we carry three regular headings, the single line, caps and lower case bold, for small articles; the double head, for the more pretentious articles, and the triple or "scare" head for the leaders. It is so arranged that all of these heads are set on the machine except the two lines of display over the "scare" head.

FINDS HARD GOING UP THE MOUNTAINS

**HARVEY SHAWVER AND WIFE
ARE TREATED TO LOTS OF
SCENERY ON WESTERN TRIP.**

**Find Mountain Cactus Blooming in
Snow Storm and Find the Going
Too Cold for Comfort—Once Fa-
mous City of Leadville Deserted.**

No. 3.—Heading set from copy shown as No. 4.

Possibly the hardest task the average head writer on country papers has to contend with is to fit the head to type. In too many instances this is a matter of guesswork, and endless adjusting must be done by the compositor or operator to conform the written head to the type space. The writer evolved a little plan that makes this hitherto vexatious matter a real snap, and it is very seldom that the operator or compositor needs to monkey with one of our heads.

First of all, we counted over the number of letters that appeared in each section of the heads used on the *Index*. Then we sat down to a typewriter and, using the diagonal character, we made a dummy pattern of each head, using the diagonal character instead of letters.

Then we had the engraving department make zinc etchings, exact size, of course, of these patterns, and the job department printed up slips with these patterns in light red ink, so that the typewriter characters would show a strong contrast. Using these characters as guides for letters and spaces, when we write a head we know exactly whether or not it will fit. If what we have written overruns the characters of the particular section of the head, we know it is no use to send it to the operator, and we adjust the head on paper instead of having it done in the type.

The illustrations show the method, and since we have used it the number of heads requiring adjusting in the composing

MANY PUPILS IN OGLE COUNTY GET DIPLOMAS

**Names of the Eighth Grade Grad-
uates Who Received Certificates at
Oregon Last Week.**

No. 2.—Heading set from copy shown in No. 1.

room have been practically nil. Operators tell us that our heads fit better than in any other office where they have been employed.

SODA FOUNTAIN SIGNS

The paper signs which are pasted over most city soda fountains are too expensive for a small town printer to do for only one store, but a printer in an Eastern town discovered that the printing of them could be made to fill in many odd minutes when jobs were scarce, and they give him a worth while return for his time and labor.

He secured a list of the names of about twenty-five of the sodas and sundaes that are generally sold at fountains, and printed paper signs with them on, the first letter of each word in red, the others in black. He printed enough of each kind

**FINDS HARD GOING
UP THE MOUNTAINS**

-3-

**HARVEY SHAWVER AND WIFE ARE
TREATED TO LOTS OF SCEN-
ERY ON WESTERN TRIP.**

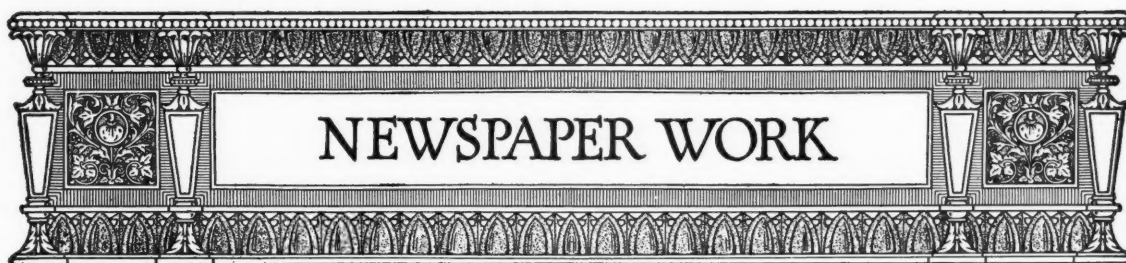
-3-

**Find Mountain Cactus Blooming in
Snow Storm and Find the Going
Too Cold for Comfort—Once Fa-
mous City of Leadville Deserted.**

-3-

No. 4.—Copy arranged for triple head.

so that he could afford to quote a good price for them in small quantities. After he found he had no trouble in selling to local candy stores he began mailing samples to stores in nearby towns and they were interested also. From time to time the stores want new signs to replace the dirty ones and then they are always adding a new soda or sundae and, of course, want signs for that too. So this printer has been able to build up quite a side line out of this, taking care of his spare time when jobs are not waiting.—By Russell R. Voorhees.



BY G. L. CASWELL

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

Investment Figured First

In one state a newspaper survey now being made will determine the amount invested in the so called "country newspaper" and small daily plants of the state. Returns already in show that the figures will be surprisingly high, enough to rate the newspaper publication and printing business as among the first two or three industries of the state. If the same survey were to show the returns in money on such investment, the results would very likely be as disappointing as the investment figures are high. It has been impossible beyond a certain few individual publishers in the country newspaper field to make newspaper owners realize that they have actual money invested in their business on which they are entitled to definite returns in the way of interest or dividends. They will figure insurance and taxes, heat, light, etc., but often where they own their buildings they do not figure their rent and the invested capital. Like the matter of disregarding the unproductive time of the printer whom they employ, disregarding the rent and cash dividend items has led many a publisher to make prices on job printing, subscriptions and advertising which have inevitably led him to ruin or to a mere existence without the things to which his family and he himself are entitled. There is a time at hand now when this failure in an important business essential is going to tell strongly in the game, and there will be a weeding out of the poor financiers, because the field will not yield sufficient returns on the old basis to permit all to exist. One of the first items to be figured in entering or attempting a newspaper and printing business is the item of investment and returns. Disregarding that, the proprietor might better accept a salaried position and let his money work for him in the bank.

Many Ways to Sell Advertising

For this department the editor recently considered a suggested advertisement submitted by a firm in Arkansas, and this also suggests that we should emphasize the need of the study of advertising on the part of newspaper publishers or their representatives who take care of that end of the business. Lately we have read much about preparing copy and submitting it to a prospect as a good means for selling advertising. There is no better way, and the newspaper pursuing that policy will have display advertising when the others have none. But —

There should be variety and interest attached to such a selling campaign, even in small towns and papers. For instance, this Arkansas business man outlines an advertisement flanked on both sides by human interest stuff, as we term it; on the left hand side some trite saying, a few paragraphs of philosophy, joke or josh; in the middle some good display matter concerning the store or business, and on the right another panel of small type giving a business talk on the use and value of a certain article. One article was featured each day, depending on the general advertisement for the store

and on the first panel of sayings and jokes to catch the reader's attention and divert it to the article advertised.

Advertising of this kind will certainly add life to the display columns of the paper, and will gain reader attention and interest, if the advertiser persists and studies what brings the best results. This was proved by the results of a newspaper survey made in a small midwest city some months ago, in which readers of the newspaper living in a wide territory but patronizing the same town were asked what advertisements they read most. By a large percentage the replies favored one small advertisement which quoted the daily weather report, and another giving the hog, cattle, grain and other local market figures along with some short jokes and clever sayings.

A very fine advertising contract was reported to us recently by a daily paper which sold the idea of an historical article on some old landmark or institution of the city in each issue, simply stating at the close of each article that the firm had been connected in a business way with the subject of the article during all the years mentioned.

Advertising in local newspapers is being sold nowadays on its merits, and not as a begging proposition or as an appeal for the patriotic support of an institution in a town. That a service such as is available in any local daily or weekly newspaper should be disregarded by any business man is unthinkable now, when everybody is fighting for business. The writing of advertisements is worth studying, and the average business man will see that fact more clearly if object lessons, such as have been suggested above, are submitted to him.

A Question Not to Be Decided

A discussion of the power and influence of the large newspaper as against the smaller hardly seems advisable, as the general public might take up the question and begin discounting both. But such has occurred down in Arizona, where a newspaper in Phoenix is quoted as follows: "Much of the opinion expressed by small newspapers is of no consequence, since it avails nothing and is of no interest whatever unless it is conveyed in ranting oburgation which excites ridicule but does not inspire conviction."

Very ably and in the best of newspaper English the editor of the small *Chandler Arizonan* replies to this thrust, calling attention to the fact that it is from the ranks of these smaller publishers that much of the pretentious talent on large dailies is drawn. Like Dionysius, "scorning the base degrees by which he did ascend," editors of large city papers sometimes scoff at the small town publisher, but let them ever beware of coming out to the small town field or trying to compete in the matter of influence and results with the skilful and diplomatic small town publisher.

President Charles H. Fogg, of the Maine Press Association, in an address before the annual convention of that organization, touched on this point of influence as follows: "Never has there been a time in the history of the newspapers in the

State of Maine when the influence which is being exerted by the papers in the several counties counted for as much as it does today, and there are very few of you gentlemen present today who realize the power to mold public opinion that is within your grasp. During the unofficial meetings of the Press Congress of the World, which I attended, it was discovered that the papers which exerted the most influence in any community were not the 'big' dailies, so called, with the circulations mounting into the thousands that were molding public opinion, but the smaller ones, whose editors were known personally to the great majority of their readers, that were the power in the communities, rather than the huge papers."

Observations

Numerous state and district press association conventions were held during February, and reports are that attendance was good and interest great. At the February sessions officers for the year are usually chosen, and we hope the new ones will meet the present situation in the business, which requires good nerve and plenty of will power and common sense.

Verily, we say to you again, if more machine operators are not started in the business now, you shall pay and pay and pray vainly in the near future. If in the slow days of slump we do not find men for our work, what may we expect when the revival of business comes—as it is coming now? Country shops must be the incubators for new machinist operators if these shops expect to remain in business.

It is estimated, by somebody, that over four and one-half billion dollars in this country is now "salted down" in old socks and tin cans and root cellars because some people do not understand or trust banks. If that is even half true there is a community service to be performed by every newspaper, in restoring confidence or conveying such information as will get that money into circulation. It may be assumed there would be no tight times now if it were in circulation. Just how newspapers in the cities and country can go about restoring this confidence or offering suggestions which will result in digging up the money and replacing it in liquid channels we are not advising. But if each one does a little it may help a great deal. A good imagination might conjure up such stories as would frighten the hoarder into favorable action when nothing else will.

Colorado publishers recently decided unanimously that they should make their organization more effective and keep it working the year around by employing a field secretary to study and work out their problems. Missouri also has a host of up to date publishers who have long realized that they should do the same thing, but natural boundaries and divisions of their state have hitherto prevented it. But now they are going straight to this problem and will have a field secretary on the job, with headquarters somewhere in the central northern part of the state. Where the thing can not be done otherwise, numerous states are using the journalism departments of the state college or university as clearing houses for information, and get good results with less investment, though not always all they would expect if their own organization were directing the work. But the idea has grown splendidly since Iowa created the position of field secretary for the newspapers of the entire state, with the result that many other organizations are now finding the field man idea to be the best promotion proposition.

A good suggestion for keeping account of checking copies of the newspaper sent to advertisers or agencies is contained in a letter from a Minnesota publisher. He encloses a blank ruled up and down, for the names of the months of the year,

and across the sheet for the first, second, third, fourth and fifth weeks of each month. This makes squares in which the dates of papers sent to verify advertising inserted can readily be checked. A better way is to have this on the front of a large envelope on which is printed also the name of the advertiser and agency, the name of the product or article advertised and such information about the contract as is needed at a glance. Then use the envelope for advertising copy to be inserted, for holding the contract itself, and for such purposes as will keep all the records for each particular piece of

Here is a story of mighty heart appeal!



THE publication of the "Ann and Phil" serial in your newspaper will be an event of extraordinary importance. It will instantly win the hearts of your readers and hold their closest interest throughout its chapters.

"Ann and Phil" has a universal appeal. It is the story of people, such as your readers know and understand.

Ann's and Phil's experiences, their problems, their joys and griefs are those of every-day people. They grip because they are felt; they carry home because they are of home.

This love serial is different from the usual run. It begins where most others end—with the marriage of the principal characters—and the romance is that of married people—a fascinating theme in these days of matrimonial unrest.

And—best of all, "Ann and Phil" is written so that locality references can be adapted to your own city, making it a story of *your* community.

Because of a masterful combination of surprise, suspense and love interest, "Ann and Phil" is sure to be a powerful circulation builder.



Attractive and impressive advertisement circular by Albert Schiller, New York city.

business in one place, for easy access. We have suggested before in this department that the surest method for furnishing checking copies of the paper, for either advertisers or agencies, is to take a page of the paper on which such advertisement appears and send only this page to the proper office, under a two cent stamp that will get it to the desk of the proper person without fail. Use a large envelope for sending checking copies, with the words printed in large type: "Proof of Publication of Advertising in The _____," giving the name of the publication and the town or city where published. Publishers using this plan report little trouble and no calls for checking copies when the extra copies are gone.

A discussion of the duties of newspapers in publishing under glaring headlines the reports of crime and sensational news, and the responsibility of publishers in creating such a desire for the sensational that the public demands it, gets about as far as the girl and her lover at the front gate, where they separate after hours of good byes and the demands of nature that they shall rest and sleep. Reformers who think this matter may be regulated might better turn to the average cheap movie theater which is run on the receipts from boys and girls who pay to see more salacious and degrading criminal productions than the worst yellow backed dime novel of forty years ago ever attempted to portray. If the movie is permitted to go on generating criminal stories, the newspapers are not going to stop presenting them.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS

BY J. L. FRAZIER

Denison Review, Denison, Iowa.—Excellent advertisements are features of your splendid twenty-six page Christmas edition, which is featured also by clean presswork and good makeup.

We are indebted to some good friend in the U. S. Army of Occupation, Coblenz, Germany, for a copy of the Christmas edition of *The Ameroc News*. It is a pictorial edition throughout except, of course, for the advertisements, attractively printed grouped halftones on smooth stock showing the American soldiers at drill, work and play, their officers, their playgrounds, etc. It is a wonderful paper to send back to the home folks.

The Journal and Review, Aiken, South Carolina.—First page makeup is the outstanding feature of your paper, although the print, while not of equal merit, is satisfactory. Advertisements are "light" in the issue sent us, but those few that do appear are weak in display. They are placed for the most part at the tops of pages, which is a poor makeup; they should be in the lower right hand corner.

Houlton Times, Houlton, Maine.—Our compliments on your success in landing first prize for makeup, etc., in the contest conducted by the Maine Editorial Association. Certainly your paper is deserving of the honor. The first page is excellent, and it is with pleasure that we note you follow the pyramid in the arrangement of advertisements on the other pages. Advertisements are especially well handled, and the print is satisfactory, though not up to the standard of the paper. Compared with the print on newspapers in general it is excellent.

S. R. ALGER, Oshawa, Ontario.—On the whole the special Christmas edition of the *Telegram* scores high. We confess a dislike for some of the type faces used and regret that you employ so many condensed and extended faces. Types of regular proportions would be much more attractive and would be just as effective as the extended for display, far more effective than the condensed. These features mar the appearance of the well arranged and intelligently dis-



Dignified yet interesting first page of Walton (N. Y.) Reporter illustrating variety in style of headings and their well balanced arrangement.

played advertisements, which, with better harmony, would be decidedly excellent. Some advertisements, particularly the one for Jury & Lovell, are badly crowded and jumbled.

Walton Reporter, Walton, New York.—The first page of your edition of January 7 is made up better than that of any paper we have received for attention this month. It is reproduced. A good first page is not the only strong feature, for the presswork is excellent and the advertisements are quite satisfactory. The arrangement of the advertisements on the various pages, however, is not in keeping with the excellence of the *Reporter* otherwise, generally being arranged along both sides of the pages. If the ads. were arranged in the lower right hand corner according to the pyramid, the inside pages would be as handsome as the first one.

The Mountain Eagle, Jasper, Alabama.—The first page of your January 18 issue is attractive and interesting. The limit in number and size of headlines is employed, but you have gone very little if any beyond the point where the appearance becomes bad because of too great prominence of those features. There is also a good variety in the headings; there are enough different sizes that distinction in appearance is obtained while giving each article display com-

mensurate with its importance. The lines in the italic heading over the small-pox item are too short. In a double column head the lines should be at least three-fourths the width of the two columns; these are little more than half. If the panel were across the bottom of the page instead of across the top the appearance would be better, as it would be, also, if the print were more uniform. Many a page which is attractively made up lacks complete effectiveness because of poor printing.

Mower County News, Austin, Minnesota.—Your January 23 issue is very good. First page make up is interesting, and the print is satisfactory, although some improvement could be made in it. Advertisements are simply and attractively arranged, and display is forceful. In most cases only the very important lines are emphasized and these are brought out big. The fault is the same as exists in many otherwise fine papers: You have too many styles of display

THE INLAND PRINTER, CINCINNATI, FRIDAY, NOVEMBER 4, 1921

PROCTER & COLLIER

A Record A Re-dedication and A Pledge

The new lines of The Procter & Collier Company, in fact, are a record for the advertising agency in which there has been no other agency. It is a record of the most successful and most complete agency in the world. It is a record of the most successful and most complete agency in the world. It is a record of the most successful and most complete agency in the world.

THE PROCTER & COLLIER CO.
Merchandising • Advertising
Printing
McMillan St. at Reading Rd.
CINCINNATI

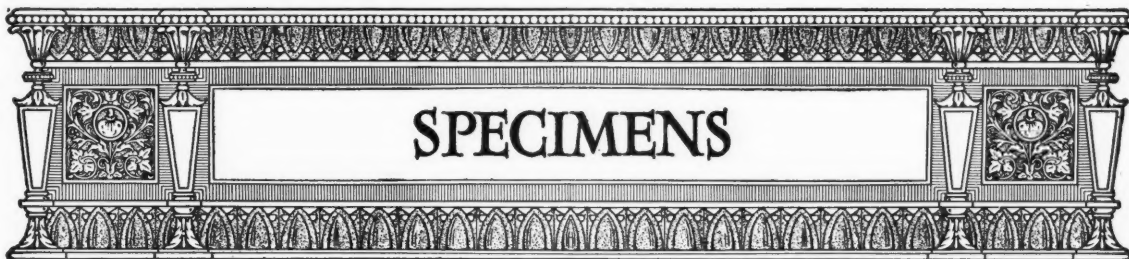
Handsome full page advertisement featuring striking illustration of new plant of Procter & Collier Press, of Cincinnati, Ohio.

type and by mixing these in the advertisements inharmonious effects result, while with so many widely different styles of type in use the pages of the paper as a whole give the same effect. As uniformity in display type will make a better looking paper so will the use of a uniform style of border tend in the same direction—and there is no better border made than plain rules.

The Belzoni Banner, Belzoni, Mississippi.—First page makeup is pleasing and interesting, and the print is good, too. The advertisements are only fair. So many type faces and such a wide variety of borders are used that the appearance of the pages on which several advertisements appear is quite displeasing. Individually, the advertisements are generally satisfactory, the exceptions being those in which several styles of type are used. The placing of advertisements is poor; there is no system about the work. On one page they are made up one way, and on another page another way.

FRED W. CLIFT, Summit, New Jersey.—Your Christmas number of the *Herald* is a dandy. The print is clear and clean, exactly the right amount of ink being carried. With the Ludlow it is an easy matter for you to confine the display of all advertisements to one series of type as, with it, there can be no lack of sorts any more than there can be with your linotype. However, we note that while a bold Caslon is most generally used, Cheltenham and Bodoni are frequently employed in display. This results in a mixing of faces throughout the advertisements which by all means ought to be avoided. Yet the advertisements are quite generally attractive and readable, the main fault aside from the mixing of display faces being crowding and overdisplay.

The Vevay Reveille, Vevay, Indiana.—Our compliments on your Christmas issue, which is very good. Advertisements are well arranged, and the display is strong, not only because the important lines are brought out in big type but because only the important lines are emphasized. Too often the mistake is made of endeavoring to give many lines in an advertisement emphasis, the result of which is a medley of lines working against each other, confusing the reader and, in effect, resulting in no display. Advertisements in which the display is confined to Cheltenham Bold are particularly effective. While you employ a variety of display types, we note that you seldom have more than one in an individual advertisement. Only those in which condensed block letter is used for display are bad. We urge, as a means of improving your paper, the pyramiding of the advertisements throughout, which will make an orderly appearance instead of the irregular appearance as now made up. Print is good.



BY J. L. FRAZIER

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

EDWARD M. PINCKOF, The Sutton Press, Pittsburgh, Pennsylvania.—Specimens are pleasing and attractive.

TILLER AND TOILER, Larned, Kansas.—Specimens are designed and displayed effectively and in good taste.

GIMBEL & NIEDERLANDER, Cleveland, Ohio.—The work you have sent us samples of is of good quality in all respects.

T. W. LEE, Minneapolis, Minnesota.—The Christmas dinner menu for artists of the Orpheum Circuit is excellent.

JOHN R. GALYON, Chattanooga, Tennessee.—Specimens of office forms for the Target Printing Company, set in Bodoni, are excellent in every way.

R. T. BUCHOLZ, Cleveland, Ohio.—The dance program for the Bridge and Poker Club is excellent. The cover, featured by the emblems of hearts, spades, etc., supplies appropriate and interest arousing decorative elements.

The *Littleton Independent*, Littleton, Colorado.—The blotter "We have taken the 'ice' out of service" is striking in design. Unfortunately considerable of its potential effectiveness is lost through the fact that ugly and inharmonious types were used.

PAUL J. KERN, Waterloo, Iowa.—On the whole the specimens are excellent. We compliment you particularly on the good presswork and the attractive papers. Too much of the work, however, is set wholly in capitals; also the lines are often too closely spaced.

G. M. GRAHAM, Chicago, Illinois.—Advertisements set in Caslon Old Style for the "Cemetery Handbook" are excellent. Judging from the proofs the book itself must have been very attractive. Your interesting business card is decidedly attractive and pleasing.

L. H. McNEIL, Fostoria, Ohio.—Blotters for the Gray Printing Company, each illustrating a machine in the plant and describing its use, are excellent both in design and in composition. Colors are in good taste and the halftone illustrations are admirably printed.

S. STICHLER, Brooklyn, New York.—The Kittie envelope and letterhead, set in Goudy Old Style, are attractive. Shape, or contour, would be better, because more graceful, if the line giving the street address were shorter, also if it did not crowd the line above quite so closely.

MARKEN & BIELEFELD, Frederick, Maryland.—Like former consignments of specimens, your latest contains many that are interesting and attractive. Your own Christmas greeting card is in excellent taste, and is one of the most attractive of the hundreds we received during the past season.

FULLER & SMITH, Cleveland, Ohio.—"Profits Every Day," the Jap-a-Lac dealer book, is remarkably handsome, first, and remarkably impressive from start to finish. The same applies to all the other pieces, in fact we seldom see as impressive looking advertising, never advertising that is more impressive.

JASON M. ROBERTS, Champaign, Illinois.—If the folder, "Announcing A. Sherman Hoyt," was not one of the best printed sheets on the job then the best must have been remarkable. We call the presswork of the halftone done on the art mat dull coated stock excellent. The typography is a wholly fit companion.

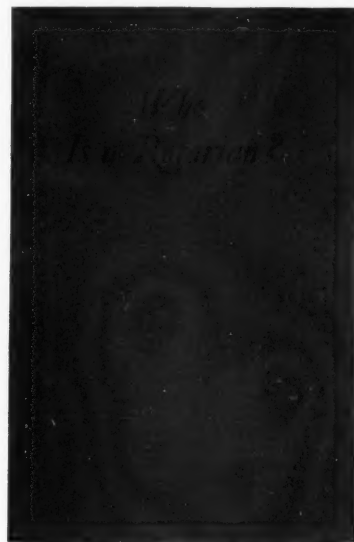
WALTER WALLICK, Wisconsin Rapids, Wisconsin.—"Who is a Rotarian?" is decidedly a handsome souvenir booklet. It reflects great credit upon you as the designer and upon the facilities in talent and equipment of the Tribune Printing Works for the production of high grade printing. As a matter

of information which may prove of interest and be suggestive to others of our readers, we will state the booklet was produced to commemorate the visit of members of the local Rotary club to the *Tribune* plant, a copy, imprinted with his name, being presented to each visitor.

RAMSEY-BURNS PRINTING COMPANY, Pasadena, California.—Excepting the folder for Makk, Tailleur, the specimens sent us are high grade in every respect. The use of large initials within the body of that one form spot the type group disagreeably, the more so since the styles of type used are so decidedly different.

HARRIS-HUNTLEY PRINTING COMPANY, Tacoma, Washington.—Too many caps., particularly Parsons caps., place a heavy burden on the business card for your business, the general arrangement of which is good. The other specimens are in good taste, thoroughly satisfactory considering their different purposes.

ARNOLD PRINTING COMPANY, Jacksonville, Florida.—Our compliments on the remarkably fine work you are doing. The hotel menus are mighty clever, while the booklet, "Distinctiveness," in which are bound several small specimens of high grade printing, demonstrates your ability to turn out work of the finest quality.



Cover of handsome booklet by Walter Wallick, of the Tribune Printing Works, Wisconsin Rapids, Wisconsin. Our reproduction does not show the blind stamped border and Rotary insignia, which with type printed in black on light brown Fabriano cover gives a decided quality effect. The cover extends considerably outside the pages of text. Our review gives some interesting details regarding this book.

FOX VALLEY PRINTING COMPANY, Aurora, Illinois.—The booklet, "Announcement," introducing the executives of your plant, is beautiful. Caslon typography printed perfectly on fine white paper, with liberal margins, represents a quality combination all the way through. Pages such as those of this booklet are a delight to the eye.

JOHN J. WILDI, Columbus, Ohio.—Specimens are excellent, as usual. We do not like the break in the text of the motto, "Next to Loafing the Hardest Thing is Work," caused by the ornaments. This practice is permissible when the space is not large and when the ornaments are inserted between sentences and not in the midst of a sentence.

S. WILLENS & CO., Philadelphia, Pennsylvania.—The advertisement for H. O. Wilbur & Sons, set throughout in Goudy Old Style, is beautiful. The clean, light tone makes it very impressive indeed and we'll wager it will hold its own among advertisements ever so much blacker and larger, just on the strength of its beauty and inviting appearance.

MERLE B. ROSE, LaFayette, Indiana.—The booklet for the Painters' Brotherhood is a good one, typography, particularly, being in excellent taste. We do not like the fact that the cover is printed the narrow way of the page and the text the wide way. The front margins of the text are a little too narrow or the page is too shallow. Presswork is excellent.

THE ILLINI PUBLISHING COMPANY, Champaign, Illinois.—There are too many points of interest in the complex cover design of *The Advertiser*. The body of the magazine, including the advertisements, is attractively arranged and set. While the presswork is good, the type matter appearing decidedly neat and clean, the halftones are too pale and therefore lack "pep."

BOYS' VOCATIONAL SCHOOL, Newark, New Jersey.—The Christmas edition of *The Worker* is a handsome one, the cover being particularly attractive. The only change that would improve this issue would be a change of type face, as the one in use is not so attractive as many that are available. Arrangement and composition could scarcely be improved upon.

HALL-GUTSTADT COMPANY, San Francisco, California.—The folder, "Correct Packaging," is excellent, the arrangement being unusual and impressive. Colors are in excellent taste and presswork is excellent. The main display lines of the title on the Nash-LaFayette folder are too low, in fact the type of all the pages could be placed higher to good advantage.

RUDOLPH SMITH, Shakopee, Minnesota.—Job-work specimens are neat and attractive, in every sense fit for the purpose. Except for the mixing of faces, the advertisements are excellent, too, being particularly well arranged and displayed, although, unfortunately, not as well printed as we should like to see them. That, of course, affects their appearance adversely.

RICKARD & CO., New York city.—*The Illustrated Anchor Post*, house-organ of the Anchor Iron Post Works, is a handsome and interesting one. The printers, the Read Printing Company, as well as the artist, Frank Hazel of the Wadsworth Company, and engravers, Sterling Engraving Company, are deserving of praise for the painstaking efforts apparent in the finished product.

H. P. HORNBY, Uvalde, Texas.—The letterhead for Sharp & Campbell, while neat in general effect, is not of good proportion for a letterhead design. It is too deep and not only takes up too much space on the sheet but makes the margins around the top displeasing. A smaller ornament should have been used. The corner card for the envelope of The Hornby Press is out of balance, the big line across the bottom taking all the attention from the name, etc., in the upper left hand corner. The ornament is illustrative and on that account and because it is not symmetrical it does not work well with type. The fact, too, that the last line of the group in the corner is so long overbalances that section.

KNOFF PRINTING COMPANY, Seattle, Washington.—Your letterhead is a beauty, while the letterhead for the Moore Indoor Circus is striking as can be and not at all cheap looking as most theatrical letterheads are. The "process" embossing is well done, a fact that is also somewhat unusual.

C. M. ROYAL, New York city.—All the specimens are good. We admire particularly the blotter, "Autumn," printed from an interesting design in brown and green. Spacing between words is too wide, in the last two lines of the body particularly. The blotter, "Printing That Satisfies," is likewise attractive, the colors, deep blue and a light blue tint on gray stock, being decidedly pleasing.

assume from the excellence of display and arrangement, are the best available. The same arrangement and display followed in the use of some of our up to date and excellent romans like Cloister, Kennerley and Goudy Old Style or the old, but always good, Caslon would be excellent.

GEORGE EDWARD HARCOURT, Detroit, Michigan.—We agree that the Christmas greeting card for A. L. Buzzell is an attractive one, in fact one of the most attractive cards we received this year. Furthermore, it is a refreshing change from the conventional greeting. We like it better when the illustration is printed in just one color, as the effect is cheapened where you have painted in red. A

wood, then a discussion followed, during which linoleum was suggested. Two kinds of linoleum were secured and proofs taken from them on a proof press. The effect obtained from the smooth linoleum was a solid, while the cork linoleum produced a stippled effect (see reproduction). The stipple effect seemed more pleasing so it was used. In order to print the eyes we bored two holes in the block and inserted plugs, which had been turned in our wood pattern shop. The cut was trimmed to the shape of an owl by students of the pattern shop, using a band saw. We afterwards made a cutting die with rule and after printing cut the stock to shape on a 10 by 15 inch job press against a piece

PHONE ELIOT 4448

QUALITY - SERVICE - COURTESY

Knoff Printing Company

"Seattle Pioneer Printers Since 1883"

PRINTING :: ENGRAVING :: BINDING
WESTLAKE AND REPUBLICAN
SEATTLE

Attractive letterhead of progressive firm in Seattle, Washington.

THE MASONIC HOME AND SCHOOL OF TEXAS, Fort Worth, Texas.—"The Square and Compasses" is an admirable folder. The quaint illustration harmonizes admirably with the Caslon typography, the antique paper and the colors used. There is, however, too much space around the initial on page four, and the type and illustration on the first page are placed slightly too low in the border.

GEORGE W. KING & SON, Worcester, Massachusetts.—Specimens are excellent. The large wall hanger, "We Cure These Troubles," is strong in attention value and is also easy to read, as it should be. Smaller specimens are in excellent taste, the announcements for the Pierce-Arrow's local distributor reflecting the character of that quality automobile. Presswork is excellent on all the specimens submitted.

THE VAN TRUMP COMPANY, Rochester, Indiana.—Every one of the many specimens in the collection you have sent us is first class, far above average in fact. When we find a printer who will put good paper and good workmanship into a hog sale catalogue we know right away he's a good printer. You're such a printer and we do not wonder that you produce work for big customers located in large cities, often many miles from Rochester.

THE JACKSON PRESS, London, England.—The menu-program for the dinner given in support of Queen Mary's Hospital for the East End is a handsome one. It is altogether a different product from what one would expect, considering the fact that copy was provided piecemeal and that delivery was required in a rush. The compositor did not work from case to stick, designing as he went along, but followed a thought out plan.

Twin Village Press, Depew, New York.—Stationery specimens, all of which are printed in two blues on blue, from Parsons type, are interesting. On the letterhead particularly, and on the business card to a lesser degree, the main type group is too low. The use of an initial block printed in tint where "My dear Sir" is typed in the letter is indeed a new idea and not at all without merit, although, as you state, the initial used on this letterhead is too large.

ED. F. COX, Supply, Oklahoma.—Both letterhead and envelope are pleasing. On the letterhead, however, and for the address line on the envelope we would prefer to see italic lower case in place of italic capitals. Also, we do not think it looks well to put colons between words of a short line such as this address line in order to square it out to the measure of a longer line above. Being lighter they do not match up with the letters, hence do not achieve the desired result.

WILLIAM H. BUIST, Odebolt, Iowa.—The specimens you have sent us are of a very good grade. The fact that they are not better is due almost entirely to the type faces employed, which, we

spot of red in the fireplace, however, would be a good addition to the one on which the illustration is printed only in green.

ROCHESTER SHOP SCHOOL, Rochester, New York.—Our compliments on the ingenious menus of the hallowe'en party. The folder was a cutout in the form of an owl and the front, or first page, printed in such way as to give a most effective representation of that wise old bird. Let us, readers, hear Mr. Charles S. Newman, our contributor, tell in his own way how it was produced: "After the design was decided upon the question of how to print it was taken up. At first we were going to print from

of sheet iron." That's ingenuity, readers, and an idea that may help you some time. Other specimens are attractive and well printed.

HANSEN-CARTER COMPANY, Stockton, California.—We can not help you; the work is of the finest quality. The blotters are refined in design, which is quite unusual, but have a strong punch just the same on account of refinement of design and because the white space makes the relatively small display lines stand out. Your business card is a reflection of the same quality of refinement. The small, neat display, printed upon a fine grade of deckled edge stock, fairly exudes quality. Colors are well chosen and the printing is invariably good.

SUN PUBLISHING COMPANY, Vancouver, British Columbia.—"A Trip Through a Modern Printing Plant" is handsomely done. The cover is both striking and pleasing. The halftone illustrations of various machines and of sections of the plant, beneath which the text explains the various steps a job goes through, which the pictures illustrate, are printed perfectly. The impression upon any one looking through this book would be that here is a printer capable of doing the finest work in the best possible way, hence the book will fulfill its mission.

JOSEPH JEANGERARD, The Printing Studio, Evanston, Illinois.—The work is excellent, maintaining admirably the fine standards of Mr. Udell and the Studio. The beauty of the Cloister type face is shown to excellent advantage by your skillful handling of it. Seldom is a little paper like *Wilmette Announcements* handled with the care evident in its production. Printers, as a rule, do not put forth the effort on this class of work that they do on job printing, but the evidence of a real craftsman is his desire to make everything he does good.

THE BEGGS BROTHERS COMPANY, Confluence, Pennsylvania.—We are quite impressed with your letterhead. The Caslon Bold type face is not an ideal one for letterhead typography, and handled in the conventional manner on white paper the result would seldom be satisfactory on that work. However, the good design of your heading as printed in deep blue and orange on medium gray paper makes a very fine appearance and is decidedly impressive. The effect, while striking, is also soft and pleasing. The other specimens are of like quality, that is excellent.

S. D. WARREN COMPANY, Boston, Massachusetts.—The parcel of specimens, complete pieces of direct advertising done on your quality papers, is decidedly interesting. We are particularly impressed with the booklet of views along the Rock River of Illinois, printed on Cameo Plate dull coated enamel by the Rogers Printing Company, of Dixon, Illinois. It is one of the handsomest examples of presswork we have seen on that fine paper. Printed in brown, the softness of tone gives to the excellent landscapes an effect that is quite photographic. The



Front page of cutout folder printed from a linoleum block by students of Rochester (N. Y.) Shop School. Program and menu of the hallowe'en party were printed on the second and third pages respectively. To learn how the job was handled, read review on this page.

specimen certainly expresses the admirable qualities of Cameo. As we have stated before, we consider you are not only effectively advertising your products but are doing a real service to printers in providing them with samples of actual run of presswork on your different brands of paper. They demonstrate exactly what can be accomplished and

half-tones is excellent, and the portraits are decidedly interesting, the character studies of the old men being particularly so.

ARROW PRINTING COMPANY, Rochester, New York.—The book entitled "The Norristone Studio" is a remarkably fine piece of work. The presswork is exquisite, notwithstanding the fact that the

face used on the heading for the Peoples State Bank, are displeasing and on that account those specimens are unattractive. Where the designs are confined to the light face block letter the effect is pleasing on account of good harmony, but even those specimens would be more attractive if some good roman such as Caslon, Cloister or Goudy had been



THE HOTEL SINTON FROLICS

Under the Direction of TED SNOW

At Dinner and after Theatre
HOTEL SINTON
BALLROOM

HOTEL SINTON, Management of JOHN L. HORGAN

Title of program designed by Louis A. Braverman, of the Procter & Collier Press, Cincinnati, Ohio, by whom it was printed. The treatment is unique, and printed in deep orange and black on buff colored stock the effect was decidedly pleasing as well.

leave no opportunity for the careless pressman to "pass the buck" to the paper when he slips up on a job.

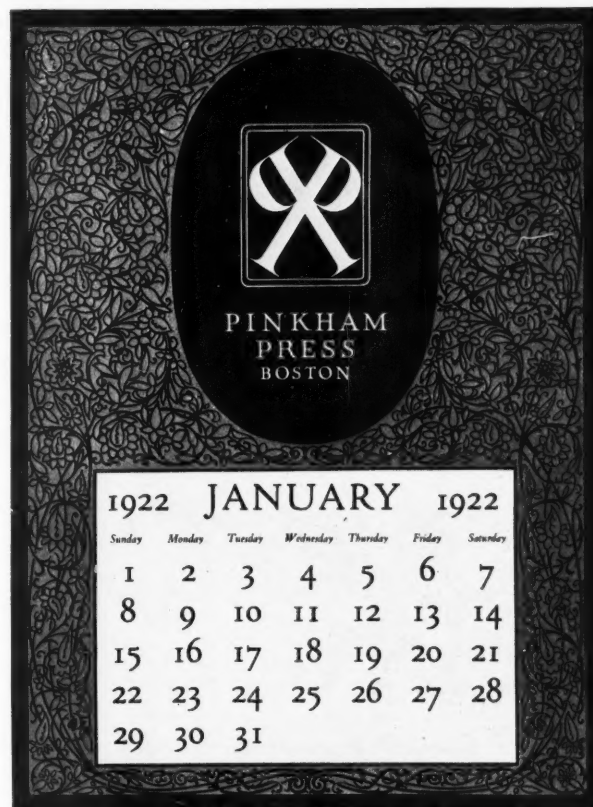
PROCTER & COLLIER PRESS, Cincinnati, Ohio.—We are reproducing the cover and inside two pages of the program for the Hotel Sinton Frolics because the typographic treatment is wholly unusual, interesting and characterful. It "gets away" from the beaten path, and with a strong punch.

ERNEST E. OLSON, Asbury Park, New Jersey.—Outside the fact that the type face used for the word Menu is atrocious, the menu folder for the banquet tendered the high school football squad is very good. The card for the Benton-Rodgers Electric Company would be better if the type group were moved slightly to the right in order to effect a better balance with the ornament in the upper left hand corner of the border. The colors are in excellent taste. Avoid the use of capitals for large masses of matter, as they are not so inviting to the eye nor so easy to read as lower case.

SERVICE PRINTING COMPANY, Atlanta, Georgia.—Our sincere compliments are extended upon the production of your calendar prospectus. We doubt very much whether many will use it as a calendar because the calendar blocks are subordinated to other publicity matter and as there is no provision for tearing off the cover in the first place and, later, the pages to bring the current month's calendar in front. The book, however, is a sample of your product and a good one. Presswork on the

half-tones are of photographs of bird baths, garden benches, pedestals, etc., made of Norristone concrete. Such subjects are difficult to get good effects from, because the surface is flat and there is little contrast as in the case of monuments. The illustrations are set off against black backgrounds, which helps a great deal. Dull coated sepia stock is used for the body of the catalogue, which was printed in a rich deep brown ink.

E. F. WATERS, Reesville, Wisconsin.—The specimens are well arranged and displayed. Some of the type faces, notably that used for the main line of the Hotel Franklin letterhead and the text letter



Handsome calendar blotter of the Pinkham Press, Boston, Massachusetts. Printing was in light brown, black and deep gray, but the effect of four colors is given by the light brown against the black backgrounds in "bled" border and margin of oval, which makes the brown there appear darker.

employed. In one color designs attractiveness is determined by the attractiveness of the types in use.

THE BARTON PRESS, Farmington, Maine.—Your letterhead, set in Caslon and printed with a red line border, is very attractive. The panel design, set mainly in Cheltenham Medium, is not of the same class. It is crowded, displeasing to the eye and difficult to comprehend on account of the fact that much of it is set in capitals. The letterhead for Hill and Dale Farm is crowded and jumbled together and altogether uninviting to the eye. The letterhead for the Franklin County Agricultural Society, while more satisfactory, would be better if the line that is set in italic capitals were set in italic lower case, capitals, of course, beginning the words. The use of whole lines of italic capitals is not to be recommended.

M. D. REDFIELD, Tacoma, Washington. Your work is neat and attractive and quite generally has a "sparkle," the result of effective display. One or two of the specimens feature ornament too much, the Columbus Day Announcement for the Clearing House Association being an example in point. The date line in the Thanksgiving Day announcement for the same organization is too weak as printed in orange on the brown stock. The arrangement is quite striking, due largely to effective and unusual whitening out. Interest is aroused and maintained by good out of center arrangements such as this. Process embossing where employed is well done, and you are fortunate in having a very good selection of type faces to work with.



Interesting business card treatment by one of the clever type artists of Johnck, Beran & Kibbee, of Frisco.

"Fine Feathers
make
Fine Birds"



Fine Printing
is, most attractive, and with
effective advertising ideas at the
back of it will sell the goods.

That's the class of Printed Advertising we create for our clients.

D. W. PATERSON CO. (PVT.) LTD.
495 COLLINS STREET, MELBOURNE.
Telephone 4754.

The original of the above page, on which the parrots were printed in full color, and set off against the refined Caslon type treatment, was a delight to the eye, the beauty of which is barely suggested by our reproduction. D. W. Paterson Company, of Melbourne, Australia, the printers, are deserving of praise for the excellence of the work in all respects.

JOHNCK, BERAN & KIBBEE, San Francisco, California.—Fine paper, fine typography and fine press-work make fine printing. You have a clever way of putting the three together and so your customers get still more for their money. The circular, "Mr. Printer," arranged by Mr. Johnck and done for the Zellerbach Paper Company, is wholly out of the ordinary. It scores particularly high in attention and interest value.

HOWARD F. ACKER, Springfield, Massachusetts.—Our compliments on your letterhead, not so much on the design—which, however, is attractive—as upon the slogan carried at the top, which reads, "We like Springfield, we believe in her ideals and we are mightily proud of her municipal group." This slogan, as you state, has reference to the watermark in the sheet, the original of which is one of the city's municipal buildings. The Typothe-tæ emblem is also emphasized in the design. We agree with you, as you have written: "You will note there is no direct advertising appeal in the letterhead itself, but we believe that by boosting our association and our town we will eventually be boosting ourselves." That, readers, is "good stuff."

BARTON, DURSTINE & OSBORN, New York city.—Of course the specimens you have sent us are the finest possible; they couldn't be otherwise when produced for and under the supervision of Barton, Durstine & Osborn. The Christmas greeting folder, featured by facsimile signatures of the entire organization—and it is *some* organization—is interesting, decidedly so. We can just imagine the spirit of comradeship prevailing in your agency. "Unknown" is a handsome booklet, combining the rare quality of elegance with simplicity, the result of tasteful typography on beautiful paper. The various advertisements are also of the best quality. We thank you for the specimens, also for the compliment which your sending them "for criticism" implies.

MARSHALL PRINTING COMPANY, Marshalltown, Iowa.—"The Truth About Grinnell College" is a handsome booklet. Typography of the text, set in

a face that we do not wholly admire when we consider the individual characters, is attractive as a result of the strict harmony prevailing and the supreme legibility due to the type itself and the manner of its arrangement. The cover, heavy dull coated, is also pleasing, in fact the use of good paper is in a large way responsible for the effectiveness of the booklet. The cover design, featuring the title in large lettering in the upper left hand corner and a halftone illustration of one of the buildings inside a shapely panel in the lower right hand corner, is striking yet refined. Press-work throughout is very good, although we think a trifle more ink would have helped the halftones, though possibly not the type, which appears neat and clean.

TYPE TALKS

LEADING

The following rules should be adopted for leading: solid matter 2 leads between paragraphs—leaded, 3 leads between paragraphs; if more leads are used between the lines, increase leads in proportion between paragraphs. This paragraph is set solid.

E. M. DIAMANT

• • Typographic Service • •

195 Lexington Ave., New York

Telephone: Madison Square 1460

Advertisement published in advertising journal by E. M. Diamant, New York typographer, and later reproduced with many others of the series in an attractive booklet entitled "Type Talks," which is reviewed in this issue. Each of the advertisements featured a different style of type and contained information on terms, etc., pertaining to printing, a knowledge of which is helpful to advertising men.

Mr Printer

This giant letter has been printed in this size so as to more forcefully impress you with the importance of the subject. Will you read the letter to the employees of your establishment and encourage them to familiarize all concerned with these facts? Particularly should you drill your salesmen so that they can talk to your customers, who may be pursuing this mistaken policy, and thus get them to increase the size of their printing orders. We would suggest that you tack this giant letter on the wall in your office where it may be seen by all who enter. We will send you another giant letter in a few days. Tack it up on the wall along side letter number one. Possibly we will send you more giant letters if occasion demands. We must all pull together to get this idea over. After all it is in the interests of the customer, the printer and the paper house, but above everything is the rendering of a service to the customer who really needs enlightenment.

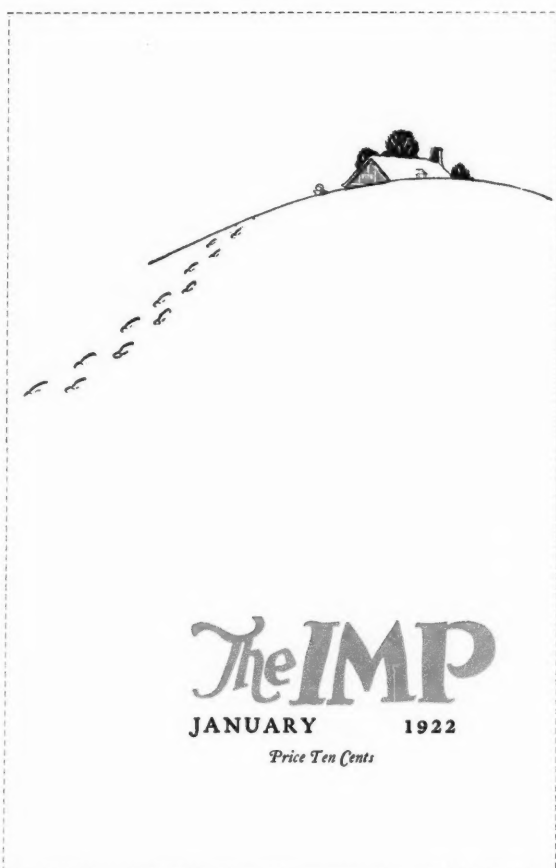
Yours for the cause

Zellerbach Paper Company

John C. Johnck, of Johnck, Beran & Kibbee, San Francisco, conceived and executed the above unique circular, on the original of which the items here printed in orange were in a light, soft blue.

D. W. PATERSON COMPANY, LTD., Melbourne, Australia.—The work is very fine indeed, qualified to stand alongside the best letterpress work that is produced anywhere on the globe. The various stationery forms have a close relationship in appearance, which, we think, is an excellent idea; they multiply the impressions made upon the minds of your customers. If the desk diary you have in preparation measures up to the high standard of the cover sent us it will be an excellent piece of work. The illustration of the parrots in full regalia make it striking; print is perfect and the typography in connection is arranged with rare skill. Booklets for advertising your business are excellent. We are frank when we say Australian printers as a rule are a step behind, particularly in design and typography, but your firm is an exception and a step ahead.

WILBUR F. TUCKER, Manchester, Massachusetts.—The special number of the *Breeze*, entitled "North Shore Homes," is excellent. The many fine halftone illustrations appearing therein are faultlessly printed, while the page layouts are very good indeed. There is room for great improvement on the regular issue, particularly on the advertisements. Too many type faces are employed, especially in view of the fact that the magazine format of the paper suggests something more than an ordinary newspaper. Several faces altogether different in design are often found in the same advertisement. Too many lines are set in capitals. An occasional line in caps. represents good emphasis, but too many capitals defeat that purpose by eliminating the contrast occasional use affords. Besides, capitals are hard to read and look uninviting to the reader. Most of the advertisements appear badly crowded. We suggest that you determine on one style of display type as your standard, and use it consistently. One style of border would also help give the *Breeze* the quality look its format suggests. On a small page where few advertisements appear the value of contrasting type faces is nil and, besides, there is no contrast when too many distinctions are in view, such as is the case when a great variety of types are employed. Real telling contrast comes from the use of one strikingly different thing among many similar things. Get that idea firmly in mind and work according to it.



"——— is part of the picture." If you don't believe this slogan take another squint at this interesting cover of the Hugh Stephens Printing Company's new house-organ, on the original of which the "paper," the missing link in our first sentence, is given a chance to show how nice it is, too.

BEN W. DAVIS, Montgomery, Alabama.—The success enjoyed in building your plant from such a small beginning in so short a time is phenomenal. The fact that you have never lost a customer is doubtless largely responsible for that success. We would give the figures of your growth, but are afraid they would tempt some one less able to think he could do as well. For plain and simple work, the only claim you make for it, the specimens are thoroughly satisfactory, that is, most of them are. The titles for the several restaurant menus are displeasing because of the mixing of faces that do not harmonize. This bad effect is accentuated on the one for the Metropolitan, which is printed on lavender stock, by the crowding of large sizes.

FRANK C. DAWSON, Reno, Nevada.—Bet a cooky you have a copy of the book, "Beran: His Work." Some of the specimens show the influence of Beran's old style or are a decidedly unusual coincidence. However, the work is almost wholly good, some of it being of an altogether different style from the striking and ornate work of that gentleman who, a number of years ago, influenced the work of the writer, too. The only fault that we consider worthy of mention is the use in some specimens of capitals for large blocks of body matter. Capitals in mass look to be, and are, hard to read. Their use should be confined to a few display lines for the sake of the emphasis they afford against the bulk of a design set in lower case. Presswork is very good indeed.

WEAVER PRINTING COMPANY, Tulsa, Oklahoma.—Our compliments are extended you on the attractive and interesting booklet for Akdar Temple. The cover is unusually attractive and has just the right atmosphere. Presswork is excellent, and such faults as exist—and they are minor—are found in the typography. Parsons capitals alone look very bad, as some of them are like the lower case letters, simply being larger, and the suggestion of their

being mixed in a word is given. This applies to the title lines beneath the portrait of Mr. McFann. The page, "Officers of the Temple," is not pleasing, due to the crowding together of so many lines set in capitals. Lower case for the names, capitals for the titles, and more white space would make a great improvement here.

E. M. DIAMANT, New York city.—"Type Talks" is a wonderfully interesting booklet, gotten up in a most unusual and attractive manner. Each

appearance

HUNDREDS of people hurrying back and forth on a busy boulevard, they pass without notice; suddenly all eyes are turned, they notice someone different in appearance, something new—no, she is not beautiful, just "dressed" more carefully, her appearance creates attention.

If you wish your advertising to appear different, to be noticed, and create the same interest, we know how to dress it properly in type. Don't be one of the multitude, be individual, and be noticed.

For typography that is different from the everyday grind call on us to create something new

E. M. DIAMANT
TYPOGRAPHIC SERVICE
195 LEXINGTON AVE.
NEW YORK

TELEPHONE MADISON SQUARE 1460

Here's another one who believes in the beauty of good paper, who uses it and doesn't believe in letting type smother its beauty. Fine white (ribbed) paper with deckled edges and a clean looking, readable form like this are feathers in the cap of E. M. Diamant.

TYPE TALKS

Indentations

All type matter should be indented. Same should vary with the length of the line.
Up to 15 picas 1 em quad,
up to 22 picas 1½ em quad
and so on in proportion.

E. M. DIAMANT
TYPOGRAPHIC SERVICE
195 Lexington Ave., New York
Telephone Madison Square 1460

Another of the many interesting little advertisements reproduced in Mr. Diamant's interesting booklet, "Type Talks."

page is made up of a similar display, advertisement style, and shows some one type face in your equipment. In the body of these miniature advertisements good pointers are given on type that should prove helpful to advertisers. The folder, "Creation," is attractive as set in the beautiful Caslon 471 and is given character by starting the word of the title in lower case instead of the conventional capital, a practice which we can not recommend for general use but which can be employed on occasions with good effect. Certainly these specimens are a recommendation of your ability to handle high grade advertising composition.

THE ABBOTT PRESS, San Francisco, California.—Your folder, "No Matter What Type of Man You Are, You'll Like Cooper," is a handsome one. The "Cooper" referred to is not Mr. Cooper but the new type face "Cooper." The title, you will agree, is catchy, and has considerable advertising merit. On the next opening we find "This is COOPER, a New Type, Open, Frank and Unafraid," then, in the text, a little talk on the attractive series designed for Barnhart Brothers & Spindler, by Oswald Cooper, of Bertsch & Cooper, Chicago, who is one of the leading letter artists of the world. On the inside "spread" we find the head "Dress up your sales talks with Cooper" over a little more text, and then several specimens showing the series in actual use. The folder is printed on light yellow brown cover stock, smooth, with a laid effect (we think it is Bannockburn), black being used for the type matter and a deep red brown for the border. The effect is pleasing, the stock and colors fitting in admirably with the type face, which in tone value is about like Bookman, that is, medium strong. It is one of the most attractive printers' mailing pieces advertising a type face we have ever seen. We believe that with the constantly increasing interest of advertisers in type this form of publicity should prove decidedly resultful for the printer.

HOLIDAY GREETINGS RECEIVED

Requirements of space in our February issue made it impossible for us to include the complete list of those from whom holiday greetings were received. Hence we acknowledge greetings from the following, to whom our thanks and appreciation are extended:

The Page Printer, Grand Forks, N. D.; Harry J. Keim, Meadville, Pa.; *The Clay County Sun*, Clay Center, Neb.; *The Williamsport News*, Williamsport, Ohio; The Arrow Printing Company, Rochester, N. Y.; *The Greenfield Vedette*, Greenfield, Mo.; Carthage Printing Company, Carthage, Mo.; The R. & H. Press, Okemah, Okla.; Robert E. Ramsay, New York; W. C. Gempel, Adrian, Mich.; *The Industrial Digest*, New York; Van R. Pavey, New York; The Muralo Company, New Brighton, N. Y.; Miller & Hancock, Cincinnati, Ohio; Fred T. Singleton, New York; The Biggerses, Houston, Tex.; McKinley High School, Canton, Ohio; *The Taylor County Herald*, Perry, Fla.; Bradford Printing Company, Bradford, Pa.; Mitchell Printing Company, Raleigh, N. C.; Mr. and Mrs. C. Raymond Beran, San Francisco, Cal.; Royal Electrotype Company, Philadelphia, Pa.; The Times Mirror Printing & Binding House, Los Angeles, Cal.; New Method Engraving Company, San Francisco, Cal.; The Progressive Press; Arvilla and Arthur Cole, West Brattleboro, Vt.; Bundscho, Chicago; George D. Smith, Newark, N. J.; Fred Haigh, Toledo, Ohio; Edward L. Webster, Sudbury, Ont.; Clark Sprague Printing Company, St. Louis, Mo.; Modern Die & Plate Press Manufacturing Company, Belleville, Ill.; Walter Tews, Chicago; Ted Seideman, Albany, N. Y.; Charles Eneu Johnson & Co., Philadelphia, Pa.; The Printery, Black Mountain, N. C.; The Biggar Printing Company; Will Ransom, Chicago; Edmond A. Hunt, Chicago; Kaufman & Fabry Company, Chicago; E. F. Hamm, Chicago; Charles W. Hodson, Hutchinson, Kan.; Mr. and Mrs. Harlo R. Grant, Chicago; C. P. Evans, Chicago; Samuel A. Bartels, Chicago; Frank W. Wardwell, New York; Mr. and Mrs. O. H. Wise, Cleveland, Ohio; Frank D. Fryer, Field Secretary, International Association of Electrotypers, New York; The Du Bois Press, Rochester, N. Y.; The Lambert Studios, Boston, Mass.; Gustave Evald Hult, New York; James H. Buswell, Kalamazoo, Mich.; Bertsch & Cooper, Chicago; Charles Everett Johnson, Chicago; O. E. Booth, Des Moines, Iowa; *West Newton Times-Sun*, West Newton, Pa.; Oscar E. Lindbom Printing Company, McKeesport, Pa.; Journal Engraving Company, Jamestown, N. Y.; Chris M. Vaeth, Utica, N. Y.; Colonial Printing Company, Mansfield, Ohio; E. D. Fowler, Durham, N. C.; E. C. Andrews, Philip Ruxton, Inc., Chicago; Aime H. Cote, Springfield, Mass.; The Holmes Press, Philadelphia, Pa.; John E. Allen, New York; Diem & Wing Paper Company, Cincinnati, Ohio; Walter Harriman Gage, New York; The Marathon Press, New York; Butler Paper Corpora-

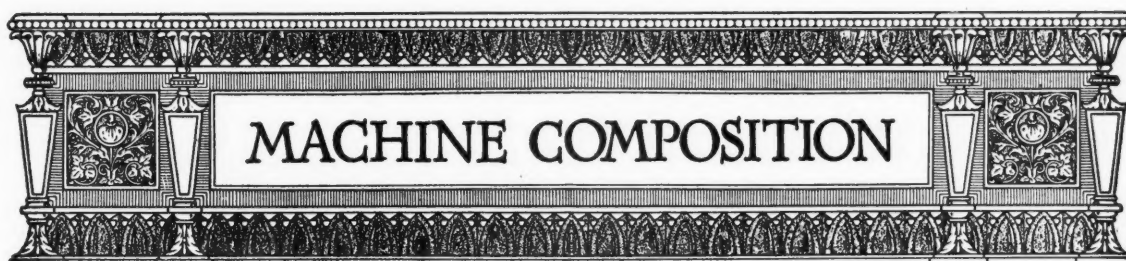
tions, Chicago; *Weekly Advertiser*, Royersford, Pa.; The Niles Press, Philadelphia, Pa.; Matt Parrott & Sons Company, Waterloo, Iowa; Harlan R. Morris, Chicago; Houston-Hill Printing Company, Arkansas City, Kan.; Louise and Floyd Lincoln, Walton, N. Y.; David Steuerman, New York; The Hurley Printing Company, Brantford, Ontario; Albert G. Brenton, Indianapolis, Ind.; James and Bertha Gillespie, Le Mars, Iowa; Clifford J. Nuttall, Lake Bluff, Ill.; The H. C. Hansen Type Foundry, Boston and New York; Bert D. Belyea, Chelsea, Mass.; Marion S. Burnett Company, Chicago; B. B. O'Neale, Warren, Ohio; Knight-Counihan Printing Company, San Francisco, Cal.; American Electrotype Company, Philadelphia, Pa.; Mr. and Mrs. Howard Van Sciver, Saint Augustine, Fla.; The Davis Press, Worcester, Mass.; Grand Forks Herald Company, Grand Forks, N. D.; Mr. and Mrs. Wm. Burmester, Jr., Crafton, Pa.; Axel Edward Sahlin, East Aurora, N. Y.; Norman S. Githens, Brooklyn, N. Y.; Andrew Groves, Cleveland, Ohio; Gladys and William A. Kittredge, Philadelphia, Pa.; Matthew C. Henderson, Pittsburgh, Pa.; F. Benjamin Franklin, San Francisco, Cal.; Paul H. Bartles, Nashville, Tenn.; Telescope Publishing Company, Belleville, Kan.; William Edwin Rudge, New York; Japan Paper Company, New York; Robert Smith Company, Lansing, Mich.; John Wardrop, Canadian National Railways, Winnipeg, Canada; Eveline, George and Evie Coulls, London, Ontario; H. C. Bucher Company, Honey Brook, Pa.; Edwin H. Stuart, Pittsburgh, Pa.; David W. Yoh, Shanghai, China; Globe Engraving & Electrotype Company, Chicago; Gage Printing Company, Ltd., Battle Creek, Mich.; The Tribune Printing Company, Fairfield, Iowa; McMillin Printing Company, Pittsburgh, Pa.; Long-Johnson Printing Company, Jackson, Tenn.; The Dreyfuss Press, San Francisco, Cal.; The Dolgeville Publishing Company, Dolgeville, N. Y.; Conrad Lutz & Sons, Burlington, Iowa; W. Douglas McGann, Ontario Company, Chicago; Troy Times Art Press, Troy, N. Y.; The Quality Press, Dayton, Ohio; Valley Engraving Company, Johnstown, Pa.; Lyon Brothers, Philadelphia, Pa.; Albert Springer, Sr., Hall-Gutstadt Company, San Francisco, Cal.; Fish, Advertising Typographer, Los Angeles, Cal.; R. W. VanValer, St. Louis; Emanuel Klein, New York; Mr. and Mrs. Jay D. Rudolph, Oswego, N. Y.; Luck Williston, Washington, D. C.; The Camerons, San Francisco, Cal.; Guido and Lawrence Rosa; Mr. and Mrs. E. R. Singleton, Niagara Falls, N. Y.; Mack-Elliott Paper Company, St. Louis; Philadelphia Photoengraving Company, Philadelphia, Pa.; Associated Artists of Philadelphia, Philadelphia, Pa.; W. P. Schoonmaker, Philadelphia, Pa.; Red Martin, Britton Printing Company, Cleveland, Ohio; Kansas State Agricultural College, Manhattan, Kan.; Frank and Garada Riley, Chicago; The Paper House of New England, Springfield, Mass.; The Merrymount Press, Boston, Mass.; A. C. Taylor Printing Company, Phoenix, Ariz.; C. C. Ronalds, Westmount, Quebec; V. H. Malvania,

Ahmedabad, India; *The Western Star*, Curling, Newfoundland; Ernest Hesse, Yonkers, N. Y.; Wm. F. Fell Company, Philadelphia, Pa.; Mr. G. F. Hussey, president of the South Australian Master Printers and Allied Trades Association, Adelaide, Australia; Mr. and Mrs. T. R. N. Cama, Poona, India.

Calendars

During the holiday season and since the first of the year many beautiful calendars have been received by THE INLAND PRINTER. We acknowledge with thanks the receipt of calendars from the following:

William F. Fell Company, Philadelphia, Pa.; Colonial Press, Chicago; Franklin Press, Richmond, Va.; National Printing Company, Omaha, Neb.; Rein Printing Company, Houston, Tex.; Hammersmith-Kortmeyer Company, Milwaukee, Wis.; The Insurance Press, Boston, Mass.; The Case, Lockwood & Brainard Company, Hartford, Conn.; Ace Advertising Company, Los Angeles, Cal.; Frederick Dunham Company, Chicago; Wild & Stevens, Boston, Mass.; James McMillin Printing Company, Pittsburgh, Pa.; Wagoner Printing Company, Galesburg, Ill.; Franklin Press, Richmond, Va.; Gaw-O'Hara Envelope Company, Chicago; Kohl & Madden, Chicago; Moore-Case-Lyman & Hubbard, Chicago; Eilert Printing Company, New York; Crane & Co., Dalton, Mass.; National Printing Company, Omaha, Neb.; *Rhinebeck Gazette*, Rhinebeck, N. Y.; Red Martin, with The Britton Printing Company, Cleveland, Ohio; August Becker, Brooklyn, N. Y.; National Printing & Publishing Company, Chicago; Globe Engraving & Electrotype Company, Chicago; Herrick, Auerbach & Vastine, Chicago; Roberts Numbering Machine Company, Brooklyn, N. Y.; The Davis Press, Worcester, Mass.; Stettiner Brothers, New York; Morris Reiss Press, New York; Hickey Typesetting Company, Syracuse, N. Y.; The York Printing Company, York, Pa.; John W. Little Company, Pawtucket, R. I.; Miller & Hancock, Cincinnati, Ohio; R. R. Donnelley & Sons Company, Chicago; Anthony & Egloff, Rochester, N. Y.; Saint Bride Foundation Printing School, London, England; The Eddy Press Corporation, Pittsburgh, Pa.; Crane & Co., Topeka, Kan.; Loring-Axtell Company, Springfield, Mass.; Riddle & Wunderle Company, Chicago; The Niles Press, Philadelphia, Pa.; The Welch-Haffner Printing Company, Denver, Colo.; Edward T. Fleming & Sons, Philadelphia, Pa.; Bishop & Garrett, Paris, France; *Mount Ayr Record-News*, Mount Ayr, Iowa; Ontario Company, Chicago; The Commonwealth Press, Worcester, Mass.; Columbian Rope Company, Auburn, N. Y.; The Libbie Printing Company, Boston, Mass.; The Arrow Printing Company, Inc., Rochester, N. Y.; Otto Baer, Dresden, Germany; Buchdruckerei Adam, Chemnitz, Germany; Castle-Pierce Printing Company, Oshkosh, Wis.; Carl A. Bundy, Los Angeles; Service Printing Company, Atlanta, Ga.; The Marvelum Company, Holyoke, Mass.; Home Printing Company, Chicago.



BY E. M. KEATING

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Imperfect Face and Body on Slugs

A South Carolina printer submits slugs for examination, also sending an impression taken from them. He wants to know (1) why the printing is irregular, and (2) whether the trouble can be avoided.

Answer.—We find that the slugs are not up to standard. The alignment of matrices is imperfect, and that is a condition that is avoidable. Doubtless if the font was sorted with new matrices it would remedy the objectionable appearance of the printed matter. The face of slugs is not as sharp as it should be, due possibly to some condition in the casting group.

Metal Splashes Back of Mold Disk

A Kansas operator states that his electric metal pot gives back squirts although a lockup test shows a good contact. He wants to know what other conditions would cause this trouble.

Answer.—From your description of the trouble and the statement that the lockup test shows good contact between pot mouthpiece and mold we are of the opinion that perhaps the pot lever spring is not as tight as it should be, or maybe the mouthpiece control is not giving as good heat as it should. We suggest that you increase the stress of the pot lever spring if it shows that it yields too much and that you try raising the mouthpiece heat a trifle.

Side Trimming Knives Not of Even Height

A Washington machinist operator submits a slug and asks a question regarding the trimming knives on his machine, and the difficulty he had in setting. His second letter brings the information that the left knife is a trifle higher than the right one. He asks if this will cause him trouble. The slug shows that the left knife needs drawing to the right.

Answer.—The cutting edge of the two knives should be relatively the same height. We suggest that you set the left knife to give a trifle more trim, and then set the right knife for standard thickness. If the mold is placed in the pocket properly, that is, tight against the bottom, and the left knife is set to just barely remove overhang on the smooth side of the slug, you should then have no trouble setting the right hand knife. While the two knives are not quite the same height it may not cause you any trouble on that account.

Elevator Bar Does Not Match With Distributor Box Bar

An Ohio operator writes to the effect that the second elevator bar does not always match correctly with the distributor box bar, and asks if machine's being out of level might cause it. He also asks for any suggestions that might be of assistance.

Answer.—In regard to the action of the second elevator bar in not matching properly with the bar of the distributor box, ordinarily this trouble is not due to any condition relating to foundation. We suggest that you see whether the adjusting spring which is attached to the hook of the second elevator bar link is normal. The spring sometimes becomes stretched or

perhaps is shortened. Order a new spring if you have reason to believe it is not of normal stress. Lubricate both upper and lower guides of the second elevator with dry graphite. Do not draw out the starting and stopping lever too quickly as it will cause the elevator bar to strike the distributor box bar, if the cams have stopped with the elevator almost all the way back. See that the starting lever is not broken and that the nut is against the spring when the elevator is at its lowest position.

Spaceband Strikes the Top of Matrices

A Missouri operator describes an assembling trouble in which a spaceband sometimes strikes on top of the matrix line.

Answer.—We suggest that you assemble a number of pi lines and watch intently the place where the lower end of the spaceband strikes, to see if you can note the exact manner of its fall. It may be that the trouble can be corrected by bending the lower end of the chute plate slightly toward the right. This will diminish the outlet, and possibly prevent the spaceband falling too far to the left.

Two Keys Work Hard, Without Apparent Cause

An Ontario publisher describes a keyboard trouble which was persistent, notwithstanding his efforts to correct it. He wants additional details for keyboard.

Answer.—We suggest that you lower the cam yoke spring bar and remove the f and w cam yoke, and then place the spring bar back in position and touch the keys to note if any change is observed. Apply to the exposed trigger some gasoline from a squirt can. The gasoline should carry a small quantity of graphite, which serves as a lubricating medium for the key bars after the gasoline has evaporated. If these suggestions afford no relief a more critical examination may be needed to determine where the interference exists.

Gas Fumes From Pot Burners Eliminated by Exhaust Pipe

A Western publisher describes how he arranged a galvanized pipe to connect to pot chimney to carry off fumes and smoke from metal pot burners. He asks if he has neglected any detail.

Answer.—The hood over the pot should have an auxiliary pipe running up from the pot chimney almost to the point where the pipe leads off from the hood. Elbows, if used, should be curved and not angular. When you depend on natural draft the outdoor end of the pipe should, if possible, have a hood, one that will prevent wind from blowing fumes back to pot. The inside part of pot chimney should have a hole to provide outlet for smoke of burning tallow. All new pots now have this hole. The smoke of burning tallow and fumes of gasoline are disagreeable, but no more dangerous to health than are those same fumes when experienced by the housewife in the average kitchen. Of course, if the smoke and fumes can be minimized it adds to the comfort of the workers, which should make them more efficient.

Matrices Show Unusual Wear

A publisher in a small New York town sends several lower case matrices which he states have been in use about six months, and asks why they show wear on lower front lugs.

Answer.—The matrices seem to have suffered severely for a period of only six months' use; they have the appearance of having been used for several years. We suggest that you examine the upper edge of the lower assembler glass or brass, as the case may be. There is a possibility that the matrices strike at this point. The remedy, of course, would be to relieve this edge to lessen the impact. We can see no remedy if the matrices strike below the bend. Perhaps a thin piece of celluloid inserted between the brass and the guides, and extending high enough so that the matrices would not catch on the upper edge, might lessen the wear.

Spaceband Key Lever Gives Trouble

A Nebraska operator describes how the spaceband key lever appears to bind, necessitating the use of a weight together with the usual spring to return the lever to normal position. He asks for means of correcting the trouble.

Answer.—You should first try to locate the point where the binding occurs. Remove the cam and the tray and take off the weight, and then with only the spring to return the lever, depress the key and see if you can locate the place where it is binding. If necessary detach the spring and lift the lever out of its place and see if the end which extends back to the keybar is bent. When it is out of its seat, move the keybar to find if it has normal action. Following this plan should help reveal cause of binding. Ordinarily a light spring similar to the kind found on keyrods will suffice to return the spaceband key lever after it has been depressed.

Neglect of Essentials

In the care of a machine there are some points which if neglected will indirectly affect the product from the machine and eventually cause loss of time. For example, if the mold back wiper is not kept in order, metal begins to build up on the back of the mold, which causes the wearing down of the base trimming knife and the consequent increasing in the height of the slugs. If finally the mold becomes so badly leaded that it must be scraped, a careless operator may round off the edge of mold cap and produce fins on the bottom of the slugs, which cause so much trouble in the pressroom. Examine the mold wipers and replace worn felts with new ones. For back wipers, soak felts in oildag or rub into them a quantity of gredag. These compounds are made of synthetic graphite and oil, which is unequalled for this purpose, as it keeps an oily film on back of mold and this should retard the building up of metal. For front mold wiper, wet the new pieces of felt in gasoline and then apply graphite until well saturated.

"The Mechanism of the Linotype" as Applied to the Various Models

A Canadian operator machinist who operated a linotype machine previous to the Great War, in which he was a participant, has recently been discharged from service and has taken up his old work. From the tenor of his letter it appears that he has the impression that his copy of "The Mechanism of the Linotype" is out of date for the newer model machines.

Answer.—The principles of mechanism and the advice regarding care of machine appearing in the early editions of "The Mechanism of the Linotype" are applicable to any model or machine of later date. The care of matrices and spacebands, the necessary attention of mold and of metal pot can be safely applied to all machines. The variations in the construction of the machine do not involve any radical change in its care. One should clean the spacebands, matrices, mold and plunger just as required on the earlier models. The dis-

tributor screws and the magazine should also be cleaned periodically. One who is familiar with the early model machines and who is suddenly thrown in contact with one of the more recent type will find it surprisingly easy to manipulate. The mechanical details that go to make the difference usually are readily understood when closely examined. Our correspondent need not fear the care of a new model machine, nor be worried by the seeming difference in some mechanical details.

A Variety of Troubles

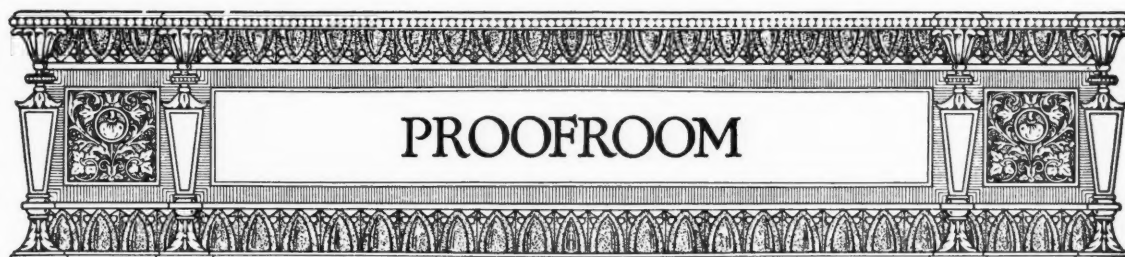
An Ohio operator writes that his driving pulley was operating over 70 r. p. m., also that the machine is unsteady on the floor, as it shakes visibly. Several other troubles were described.

Answer.—In regard to the trouble with distributor, which may be caused by the screws operating at too high a speed and also by the machine not being level, we suggest as a remedy that you reduce the speed of the driving pulley to 68 r. p. m., and drive a shingle under the right side of machine toes so that right end of distributor will be a trifle higher than the left (facing the machine). The clinging of metal to the casting side of matrices should not be allowed to continue. Test with a properly spaced line, and when the disk has turned a quarter revolution after casting, stop cams and examine face of mold and the line of matrices to see if any evidence appears that the lockup between face of mold and matrix line is not tight enough. If metal has fringed around the mold cell and adheres to the casting side of matrices it demands your attention. Look to the lockup pressure from metal pot, which at casting position may not be tight enough. Examine the pot lever spring and increase its tension if it yields too much. As to double responses, touch offending key and observe action of cam and keyrod. Possibly you may be able to determine the cause by a close scrutiny of the working parts. Do not become discouraged if you can not immediately find the cause of the trouble. Make close observations and avoid changing of adjustment. Keep the distributor screws free from oil.

Slugs Show Pitted Face

A northern New York publisher submits a slug and proof of matter and writes as follows: "Enclosed find proof on which you will notice light spots in the metal. We are also enclosing a slug for your examination and trust you will be able to advise us as to the cause of these light spots. Our machinist says that the temperature of the mouthpiece is apparently correct, and therefore these spots can not be caused from cold metal."

Answer.—There are a number of different conditions which may have caused the trouble. We do not believe the quality of metal or the temperature of mouthpiece are contributing causes. Any of the following causes may produce a similar face on a solid slug: (1) A slight trace of oil in the mold cell. Keep the ejector blades free from oil, and do not put oil in mold cell. (2) Mouthpiece jets may not be entirely free of oxid. Keep the jets open, using a blunt probe rather than a pointed instrument. Also keep the cross vents opened so that the air may readily escape from mold cell. (3) Plunger may be loose fitting. As we have had no data other than your letter we do not know whether you have an old or a new machine. At any rate, if the plunger on descending allows metal to bubble up on the surface it indicates that it does not fit tight enough. If you have an old machine you may require an oversize plunger. Install a new plunger if the present one has been in constant use for over a year. (4) Weak plunger spring or foul plunger. Increase the stress of the spring up to the limit, and clean plunger daily, using wire brush. Any of the foregoing conditions, or a combination of them, would doubtless cause face of slug to be imperfect. Test metal temperature with a thermomoter. It should be approximately 550° F.



BY F. HORACE TEALL

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Quotation Marks Before Initials

Kelvin, Boston, Massachusetts, writes: "There are varying opinions about the propriety of small quotations before a two line or three line initial. I have just seen a treatment where the small quotations were used, but were set out into the margin. Is this good form?"

Answer.—Setting the marks out into the margin is good form enough, I think, so far as appearance is concerned, but I think also that comparatively few printers do it. It is a style involving an amount of justification that is not repaid by gain in looks, and probably is not favored by any printers who set their own styles. Prevalent practice favors omission of quotation marks before large initials, and such is the style most used where printers suit themselves.

Better With Apostrophe

V. A. B., Anaconda, Montana, asks: "Which of these two headings is right, 'St. John's Girls' Club' or 'St. John's Girls Club'?"

Answer.—Of course the question is between the use and omission of the apostrophe after "girls," and my headline gives the answer that allows for a difference in usage so widespread that it is becoming risky to venture condemnation of either form. Many people, including reputed scholarly thinkers, treat such words as adjectives, but more consider them possessive nouns. I am of the latter belief. As personal choice I would never have such a form as girls club used, because I think it is unreasonable. My own work, done in my own way, would never appear without the apostrophe; but in handling the work of others who write without the apostrophe I should not presume to supply it, though I might ask them whether they really preferred the omission.

Choice Between Due and Owing

Querist, Springdale, Connecticut, writes: "I have been told by proofreaders and editors of experience that the use of due introducing an explanatory phrase is wrong—it should be owing. Thus, 'Owing to the unusual demand for the book, another edition is on the press,' is better than 'Due to,' etc. There has been, however, a great increase lately in this use of due. Is there a fixed rule about this?"

Answer.—No fixed rule is known to me except the general one that best practice is determined by usage among best writers. According to such usage owing to is decidedly better than due to in such cases. The misuse has always been common, and the increase mentioned can not be proved. Choice between these words is thus expressed in "The Verbalist," by Alfred Ayres: "That is due that ought to be paid as a debt; that is owing that is the outcome of something else. 'It was owing to his exertions that the scheme succeeded.' 'A certain respect is due to men's prejudices.'" The distinction is not clearly shown in any dictionary, and has never been actual in general practice, though always made in the best usage. Proofreaders commonly should not attempt correction of a

writer's use of words where distinction is not established beyond dispute. Choice between due and owing properly rests with the writer or speaker, though a reader specially authorized may change language where he is sure it is necessary.

Inelegant Use of the Word Very

A. B., New Rochelle, New York, asks: "Is very properly a direct modifier of the verb or participle? Princess Cantacuzène, in memoirs of her grandfather, General Grant, writes, 'I was very frightened,' and we often hear 'He was very enraged' and similar expressions. A New England woman is described as 'very set in her ways.' These things may be merely awkward, but I am not sure."

Answer.—Best usage always has another adverb between very and the participle, but the use questioned is so common that it can not be eliminated. "Very much frightened" is clearly better English than "very frightened." The Standard Dictionary says: "From the grammarian's point of view very properly qualifies a participle only when the latter is used merely as an adjective; as, very tired, very pleasing. Critics object to such expressions as very pleased, very dissatisfied, yet this use of very has been good English for centuries." My opinion is that such use is not and never was good English, but is so rooted in common expression that strenuous objection is futile.

Construction Criticized

J. D. M., Philadelphia, Pennsylvania, writes: "Will you kindly give me your views on the following paragraph? 'A member is in good standing in a Temple who is not,' etc. I have argued with the people having the work done that the paragraph is not properly constructed, but as the chairman of the committee having the revision of the laws in charge is a lawyer, and one who insists that his way is right, the balance of the committee agree with him. My argument is that as the paragraph comes under a sub-department dealing with Temples, there is no need of the words 'in a Temple,' or if the words must be inserted, the paragraph would read better by substituting the word 'when' for 'who is.' Or, on the other hand, if the paragraph as framed is to be used, it should be reconstructed, so that the average man reading would get the right conception. Of course, everybody reading the paragraph knows what is intended, but that does not alter the fact that it is not good in construction. As at present constructed, any one reading hurriedly might get the impression that if the 'Temple was not,' etc., instead of the member. Another way to rearrange the paragraph might be to insert the words 'in a Temple' in parenthesis, making it read, 'A member is in good standing (in a Temple) who is not,' etc. But I, personally, am still of the opinion that the best way to construct the sentence would be by omitting the words 'in a Temple' entirely."

Answer.—The inquirer seems to be unduly exercised over a matter that properly rests with the framer of the sentence. The construction would be somewhat better with the pronoun

close to its antecedent, "a member who is," but we need only consider the intervening words as a group to perceive the real meaning, and this grouping is an almost instinctive mental process in expression and instantaneously perceptible to the reader. Any average man would get the right conception on reaching the pronoun, which is too clearly personal to refer to temple as its antecedent. Substitution of "when" for "who is" would probably neither improve nor harm the sentence. Omission of "in a Temple" would not be bad, but treating the phrase as a parenthesis would, as it is not parenthetical. In view of the probability that nine out of ten of our best writers would construct the sentence as quoted, it seems meticulous for any one to challenge it.

THE MODERN TRADE COMPOSING ROOM

BY F. W. C. FRENCH



THE modern trade composing room has but one reason for its existence, and that is the printer's imperative need for a service he himself can not supply. As a matter of course, then, the more successful trade plants are those conducted by men who have made a close study of general composing room problems and have aimed to help their customers solve as many of them as possible. This study includes a careful regard for the interests of the printer customer; to this end the supervision of the trade plant work, whether composition, material casting or makeup, insures craftsmanship of a high order; and, as price is one of the factors, it is set at a figure which permits a mutual profit.

Important as these considerations are, however, there is one other point upon which it is finally determined just how desirable a trade plant product shall be, and just what value it is to have in actual use. This determining element is the completeness with which the service fits into the everyday conditions of the hand composing room, and the real test of satisfaction comes after the trade plant has completed its work and has delivered its product.

From the viewpoint of the printer customer it is evident that the most satisfactory service is one which dovetails with his own practice. It must be remembered that his primary interest lies in orderly production in his own composing room, and that his natural desire is to improve its efficiency. Obviously he will prefer to patronize a plant having material, composition and facilities for makeup which supplement his own equipment, and because of this, whether his purchases be large or small, whether they are of material, of composition or of makeup, the plant receiving his orders must possess an equivalent flexibility, the same ease of change, and at least an equal measure of quality.

The trade plant, then, must survey its market in a thorough fashion; this survey must take into consideration every factor of composing room organization. It must recognize, for example, that the first essential in every composing room is material—type for composition, leads and slugs for spacing, and rules and borders for embellishment. These are fundamental.

The second requirement is the quantity production of body matter—machine composition. High grade or ordinary, distinctive or commonplace—a demand is found for each in the trade plant market, though, following the improved taste of the buyer of printing, the trend is toward better standards.

The third feature is a makeup service that welds into the furnished form every element—machine composition, display lines, borders and spacing material.

To meet this threefold demand in the most efficient manner the trade plant must organize its men and its machines so as to take advantage of every means by which more busi-

ness or better business may be secured, or which will lead to a closer relationship with the printer. It must equip itself with facilities permitting the maximum of production with the minimum of lost motion. It must prepare to turn out composition and material not only in such quantities as the trade requires, but also in such a way that idle time is reduced to the lowest point. As in other lines of manufacture, unsold time may be turned into a salable product bringing a profit.

In the final analysis, the best equipped trade plant will do the largest and most profitable business. It will do it partly because of its equipment, but mostly because it actually furnishes a complete composing room service. From the above it will be seen that complete composing room service means far more than merely filling routine orders for composition, makeup or material. Because it is based upon matching the printer's need with the trade plant service, it means the consistent development of a product for every requirement. In other words, it is the scientific selling of a comprehensive service.

A FEW IDEAS AND SUGGESTIONS FOR THE SALESMAN

BY IRA W. WOLFE

It is not possible to formulate a "cut and dried" form of approach, as there is an individuality to each case that must be met in its own way. There is never a case, however, where a salesman should, by his general demeanor, create the impression that he is begging for orders. Be respectfully independent; treat every prospective customer as your equal. Be dignified, earnest and enthusiastic. Make every merchant realize that your business is as honorable as his; that you represent a house of the highest and most honorable standing; that you are proud of your relations with the house, and that you are conferring as much of a favor on him in getting him to take up your proposition as he is on you in giving you his order. Subserviency is as much to be condemned as is impudence, smartness or an air of superiority.

There are certain fundamental ideas that prevail in every case, and on the success with which you are able to carry out each in its natural sequence depends your ultimate success in securing your prospect's order.

You must get his *Attention*.

You must arouse his *Interest*.

You must obtain his *Confidence*.

You must secure his *Conviction*.

You must get his *attention* by the dignified, respectful and tactful manner in which you introduce yourself and the concise and businesslike way in which you state to him the object of your call.

You must arouse his *interest* by a brief and clear statement as to what your proposition will do for him, what results it will bring about in his business.

You will obtain his *confidence* by the sincere, honest, straightforward, tactful, earnest, enthusiastic manner in which you present to him the merits of your proposition.

Don't get spectacular and resort to exaggeration, but be conservative and reasonable in all your statements. There are facts enough regarding your proposition, erected on the solid foundation of absolute *truth* to verify all the claims you make, and it is entirely unnecessary and unjustified for you to make any representations that you can not prove or verify at once.

You can secure his *conviction* by an actual demonstration, showing him in actual figures the working out of the proposition. To do this you see how necessary it is to have a thorough knowledge of your line and the conditions to which you wish to apply them.

Deal with the man whose money is to be invested in your proposition or with the man who is authorized to represent him. Learn his name.

THE WILLIAM BOWYERS AND OTHER PRINTERS CONTEMPORARY WITH THEM

BY HENRY LEWIS BULLEN



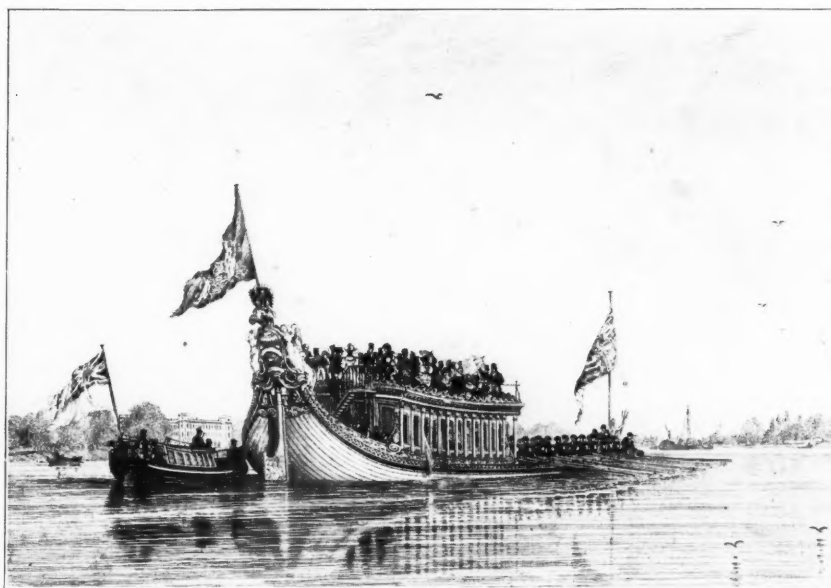
WILLIAM BOWYER I., son of a grocer of small means, was born in 1663, in London. He was apprenticed to a printer, and in due course became a journeyman, in 1683. He married Dorothy Dawks, the daughter of another journeyman printer, Ichabod Dawks, who had a local fame on account of his knowledge of many languages, which unusual qualification secured him employment for five years as a compositor in setting Bishop Walton's great Polyglot Bible. In 1699 William Bowyer I. became a master printer. In the same year his son, William II., was born. His wife, Dorothy Dawks, had been the widow of a bookseller, and her daughter by this first marriage became the wife of James Bettenham, who has been described as "a master printer of no small eminence in his profession."

It was characteristic of those and earlier times that persons of one craft associated and intermarried among themselves. There was indeed a fraternal spirit, fostered by the guild system, by which every craft was regulated on democratic principles, yet with a severe discipline. The guild to which belonged Bowyer, and Dawks, and the bookseller who was the first husband of Dorothy Dawks, and Bettenham, was The Worshipful Company of Stationers, which had received its charter in 1566, although it had existed since 1403, before typography was invented, its members making books with pens and selling them, until the invention of types was adopted, not long after which the typographers came into control. Besides the printers, booksellers, binders, paper-makers, parchment makers and typefounders were members of the guild. The Company of Stationers still continues in London, a wealthy association, which having lost control of the industry within the last century, now devotes itself to the administration of its estates and its charities, and has lately taken an active and practical interest in the education of apprentices to printing.

It is not to be supposed that William Bowyer I. was a man of means when he set up his own printing house in 1699, for after serving his apprenticeship, he was for thirteen years a journeyman. He doubtless began to print books in a small way, for then there was no commercial work to be had, other than a playbill or a broadside, with perhaps small weekly news sheets. It is not until 1712 that we learn his business status. In that year a fire in the night burned the building in which he resided with his family and in which he conducted his business, as was then the custom. All his household effects, printing apparatus and materials, "several hundred reams of paper and great numbers of divers and sundry books and parts of books, printed and being printed," were totally destroyed, "to

the value of £4,344/2/5, to the utter impoverishment of the deponent and his family." This amount represents a value in our time of about \$125,000 and indicates that Bowyer had been highly successful. In comparing this capital value with a modern plant it should be remembered that the most expensive items in it were the wooden hand presses, which would be worth about \$300 each. He did not own the premises.

At that time there was no fire insurance to be had, but there were other means of relief. A subscription for the relief of the sufferer was formally authorized by the Mayor and Aldermen, sitting in the Guild Hall in London, all guildsmen, representing the merchant and crafts guilds. The sum of £2,539/15/2 was thus raised as a free gift, the members of The Worshipful Company of Stationers contributing a hand-



When printers gloried, and had good reason to glory, in their Art and Mystery, this was the Barge of The Worshipful Company of Stationers, used on state occasions, such as coronations or on Lord Mayor's Days, to convey the printers and publishers and their families in processions, in which the guilds of merchants and craftsmen sought to out rival each other in splendor. The Worshipful Company of Stationers was established in London in 1403 by persons engaged in making books with pens, and included the inscribers, illuminators, binders, parchment makers and booksellers. When types displaced pens in book making, the printers assumed control of the guild, but did not change the name of it. This guild exists today, in its time honored Stationers Hall, very wealthy, but shorn of its former pre-eminent authority in trade matters by the present competitive industrial system.

some proportion of the total, a generosity which is attested by a tablet in Stationers Hall. That Bowyer had placed his business on a high plane in the short space of twelve years is indicated by subscriptions for his relief of £40 from the University of Cambridge and £30 from the dean and chapter of the See of Canterbury. The subscription paper reads: "We whose names are hereunto subscribed, not knowing how soon it may be our own case, do, out of compassion to him, give and contribute the sums following." Some years later when Basket, the king's printer and a man of much means, lost his printing house by fire, William Bowyer II. contributed a printing press complete and the ironwork of another. We may suppose that these subscriptions were customary and, in effect, a sort of fire insurance within the guild industries.

Thus aided, Bowyer resumed business with continuing success. He it was who first recognized the ability of William Caslon as a letter punch cutter, and subsequently introduced him into a typefoundry, and, together with Bettenham (his son in law) and John Watts, advanced the money to establish Caslon as a typefounder. Among the books he printed was a history of printing in Paris, written in Latin, Maittaire's "Historia Typographorum aliquot Parisiensium," 1717, pp. 176, very nicely printed in Caslon's earliest roman font. He gave

his son a classical education, eventually sending him to Cambridge University. It is due to this education that the son, besides inheriting his father's business acumen, became famous as "the last of the learned printers of England." To be learned, and a printer, and a money maker — what a delightful fate!

William Bowyer II., whose portrait is printed as a frontispiece to this issue, entered his father's printing house in 1722, at the age of twenty-three, a master of the Latin, Greek and English languages — the languages in which his father



William Bowyer I., born in 1663, established his printing house in 1699, died in 1737, leaving his business to his son, William Bowyer II., known to fame as the last of the learned printers. The business is continuing in London under the firm name of Nichols & Sons. The Nicholsons descend from John Nichols, who was the worthy apprentice, journeyman, manager, friend, partner and successor of William Bowyer II.

printed. Young Bowyer took charge of the editing, correcting and literary side of this book printing and book publishing business. His father attended to production, costs and charging. The celebrity of young Bowyer attracted much work of a learned character, the authors or editors, knowing that, in addition to having their work well printed, there was the great advantage of having the copy and proofs re-edited by a scholarly printer.

William Bowyer I. died in 1737, leaving a lucrative business with an ample fortune to his son, who soon proved himself as good a manager as he was a scholar. The business grew in volume and in reputation. The younger Bowyer had surrounded himself with a superior staff of workmen and proof-readers. He was especially interested in his apprentices. He employed only compositors who were educated. His proof-readers were men with university degrees. Here is one of his advertisements for an apprentice:

Wanted, an apprentice *with some share of learning*, the more the better, to a Freeman of London. Fifty pounds to be paid down; thirty of which shall be returned at the end of seven years, if the person behaves well during that term, which shall be left to the judgment of two or three impartial arbitrators. The master, on the other hand, to be at liberty to return him to his friends, any time after the first year, and before the last, if he behaves ill. Any reasonable complaint against the master shall be redressed, at any time, or the indentures dissolved on such terms as the arbitrators shall determine.

To have been trained as a printer in the Bowyer establishment was a distinction to a journeyman, just as in our time to have learned to print under Theodore L. De Vinne gave prestige to journeymen. Many who afterward became successful master printers were proud to have graduated under the Bowyers. One of these apprentices, who, "with some share

of learning," paid his fee, had half of it returned to him at the end of seven years, was advanced to the management, received a gift of a partnership and became sole owner by bequest of this conscientious master printer. All the intimate knowledge we possess of the Bowyers, and nearly all the knowledge we have of printing and printers in the highly important period of which we are now writing, is derived from the loyal appreciations of one of these apprentices "with some share of learning." A master printer is not truly such, but merely a money grubber, who does not realize, and act upon the realization, that he has a duty to his profession — his highest duty, in fact — to select properly qualified lads as apprentices and to have them carefully instructed in our art and mystery of printing.

The Bowyers were appointed Printers to the House of Commons in 1727, and, later, to the House of Lords, lucrative employments which were held until the death of the younger Bowyer, fifty years later, and which were enjoyed by their successors. The younger Bowyer was also printer to the Royal Society of the Sciences and Arts and to the Antiquarian Society, and at one time declined the appointment of director of the ancient printing house of Cambridge University. Smooth was the road of "the last of the learned printers"!

Aided by an organization of efficient and friendly employees, the younger Bowyer, as early as 1748, sought, like Franklin, to relieve himself of the details, other than literary, of his business, and to indulge more in authorship. The book of his which interests us most, in the long list of his works, is "The Origin of Printing," an octavo of 160 pages, issued in 1774, with a second enlarged edition, pp. 192, in 1776, both published anonymously. A critic in the *Monthly Review* commended this work in these terms:

The author has given a clearer account of the origin of the art than is to be met with in any book hitherto published in England. We apprehend that the public is indebted for this valuable account of the origin and progress of the art of printing to one of the last of our learned printers, a race of men whom we have observed, with concern, to be almost extinct in Europe, or at least in our own country.

Other works of this learned printer gave him a tremendous reputation among scholars, and though we can not imagine that they were among the best sellers of their time, they seem to have met a profitable demand. His first published book, written at the age of twenty, bears the title "Epistola pro Sodalitio a Reverendo Viro Francisco Roper mihi legato." We must remember that education and Latinity were synonymous terms in Bowyer's time. Members of parliament interspersed their speeches with Latin phrases and their listeners responded with cheers. Even in far off New England young Benjamin Franklin sprinkled his boyish essays in his brother's newspaper with Latin quotations because, as he humorously explains to the

Gentle Reader, we design never to let a paper pass without a Latin motto, if we can possibly pick one up, which carries a charm in it to the vulgar, and the learned admire the pleasure of construing. We should have obliged the world with a Greek scrap or two, but the printer has no types, and therefore we entreat the candid reader not to impute the defect to our ignorance, for our doctor can say all the Greek letters by heart.

The author of "Kusterus de vero Usu Verborum Mediorum, eorumque Differentia a Verbis Activis et Passivis," was also capable of writing "Verses [in English, we hope and believe] on the Coronation of their Majesties King George II.," etc., and of communicating lively animadversions on current events to the well circulated periodicals. There are also certain convivial (but not too convivial) verses of his, written to amuse "a set of printers at entertainments," at which our learned convive acted as steward. He was undoubtedly, on occasion, "a good mixer," to descend to the vernacular of the twentieth century.

And if Latin was as mother's milk to this fortunate typographer, he also had an equal grasp of Greek. Until a few

weeks before his death, and long after he had foresworn all other labors, he insisted on revising the proofs of the numerous books printed in Greek in his establishment. In this greatest of languages his *magnum opus* (as he would have said) was his Greek Testament, "with conjectural emendations, which were extremely well received by the Learned," although it and Bowyer's explanatory notes were primarily prepared for the use of schools. Of this book one of the chief authorities on the Greek language wrote, in a review of the Testament:

I would recommend these half learned grammarians to look into a Greek Testament lately published by Mr. Bowyer, a printer, whose erudition not only sets him on a par with the best scholars among the early printers, but would do credit to persons of high rank in the learned professions. They may there see how much has been done by punctuation, parenthesis and proper section towards illustrating a book, which, as of all books it most deserves our reading, claims our greatest care that it shall be truly pointed and translated.

The younger Bowyer was a frequent donor to learned institutions of books published by himself. In 1767 he sent a package of books to Harvard College in New England, through his friend Thomas Hollis, one of the early benefactors of our great university; for is there not a Hollis Hall in its precincts, and did he not give much moneys for endowing scholarships and professorships, the benefits of which are still enjoyed year after year? That such a great benefactor of learning—for Harvard was only one among many of his beneficiaries—should be a friend of our learned printer illustrates the



Edward Cave, born 1691, died in 1754, a printer, the inventor of the modern magazine. In 1731, at the age of forty, he established a small printing house and issued *The Gentleman's Magazine*, the first magazine, and was the first to apply the term magazine to a publication. *The Gentleman's Magazine* continued one hundred and eighty-one years, and was one of the most eminent publications in the history of literature.

high position the latter had achieved among the very best, if not the most lauded, men of his generation. So it came to pass that in 1767 he received this letter:

The President and Fellows of Harvard College beg leave to return you their grateful acknowledgments for the valuable donation you have been pleased to make to their library, through the hands of their most worthy friend and generous benefactor, Thomas Hollis, Esq. We have not been strangers to your character as a learned editor, a character by no means common in the present age; and the very accurate editions of many learned authors which have come abroad into the world under your inspection assure us of your merit in that respect. It is a particular pleasure to us to mention your very curious [i. e., solicitous to be correct, in the original meaning] edition of the Greek Testament, in two volumes, with critical notes and many happy conjectures, especially as to punctuation, an affair of the utmost importance as to ascertaining the sense. This work . . . we esteem a rich treasure of sacred learning and of more intrinsic value than many huge volumes of the commentators.

We are greatly obliged to you for the favorable sentiments you have been pleased so elegantly to express of our Seminary in the blank leaf of the New

Testament, and we hope it will prove a powerful stimulus to our youth, more and more to deserve so good a character.

And with this went a formally inscribed vote of thanks signed by such high sounding New England names as Appleton, Winthrop and Elliot. Other gifts from Bowyer to Harvard followed, and from one of these books we may gather what the President of Harvard had in mind when referring to sentiments so "elegantly expressed":

HAS ERASMI EPISTOLAS CAETERORVMQUE LITERATVRAE PER EVROPAM INSTAVRATORVM COLLEGIO HARVARDENSI, FELICIBVS AVSPICIIS NASCENTI, DONAT GVLIELMVS BOWYER, TYPOGRAPHVS LONDINENSIS.

Bowyer was, indeed a most generous man. At his death many promissory notes, evidences of loans to needy folks, were found, with the endorsement upon them that the notes were to be considered as canceled upon his death. His will also proved his wide extended generosity.

Then came his time to die, on November 18, 1777, at the age of seventy-eight, as is set forth on the gravestone in the churchyard of Low-Leyton in Essex, where also rest his father and mother and other relatives. In the church a marble tablet commemorates his father and himself. Needless, perhaps, to say it is in impeccable Latin, for it was written by himself, though erected by his faithful apprentice. His bust was placed in Stationers Hall, and close by is an oil painting of his father. He died a widower, with one son, Thomas, who had seemingly disappointed him by neglecting to interest himself in his father's business. In the will the son was handsomely provided for by annuities. Bowyer's chief beneficiary was his favorite apprentice, friend and partner, John Nichols. This will is a most interesting document. It shows that he had farms in Yorkshire and one in Essex, which he gave to relatives. To his son, his residential estate. To John Nichols, his entire business and his library. Besides many gifts of art objects and books, he distributed in cash £14,190 to relatives, executors, servants and friends, some of these in the form of annuities. We may safely multiply the cash payments by six to approximate their present values.

And having thus generously satisfied his kin and his friends, the will proceeds: "And now I hope I may be allowed to leave somewhat for the benefit of Printing. . . . To the Master and Keepers or Wardens and Commonalty of the Mystery and Art of a Stationer of the City of London," £2,000 to provide annuities for three printers, to be elected from time to time, sixty-three years of age or upwards; also £3,000 conditionally, to provide annuities for six other aged printers. Also, he declares, "it has long been to me a matter of concern that such numbers are put apprentices as compositors without any share of school learning, who ought to have the greatest," therefore, to help encourage those who had "some share of learning," £1,000 to provide an annuity to one compositor over thirty-one years of age, who, being an upright man, "shall be able to read and construe Latin and at least to read Greek fluently with accents." These bequests, which we merely summarize, were made with precise instructions for their future fulfilment, and were in perpetuity. Doubtless they are active to this day. For the expense of administering them the Worshipful Company receives the interest in perpetuity of £250. And the will ends thus:

I give and bequeath all the rest and residue of my personal estate, not herein disposed of, unto the said Mr. John Nichols, for his own use and benefit. And I nominate and appoint the said John Nichols, John Henry Browne and Nathaniel Conant, all of them being liverymen of the Company of Stationers, executors of this my will.

Thus William Bowyer II., having entered the art and mystery of printing by way of his guild, departs under its auspices, making it the trustee of his benefactions. That, we think, was an organization one might wisely be governed by and loyally obey.

In after years John Nichols, having received at the hands of the printers the highest honor they might bestow, that of

election to the office of Master of The Worshipful Company of Stationers, enriched the bequests of Bowyer by adding £500 in honor of his master and benefactor. At that time (1815) this most ancient of printers' associations was administering bequests for charitable purposes of sixty-one other former members. Other bequests have been added since.

Thus, at the end of seventy-eight years, the business of the Bowyers passed to the worthy John Nichols, who maintained it in ever increasing prestige and profit. Nichols, who entered as an apprentice in 1757, at the age of thirteen, died in 1826. He began with the wooden hand press, and closed his career armed with cylinder presses. The advent in 1814 of the first practicable printing machine marks the ending of the authority of the guild and the beginning of the competitive, every man for himself era in the printing business. In his time, printing and the printers of Great Britain were in a highly prosperous condition. The exceptionally wealthy among them were Baskett, the Bowyers, Cadell, Cave, Churchill, Caslon (typefounder), Davis, Dodsley, Gill, Gay, Jackson (typefounder), Knox, Lintot, Longman, Lounds, Millar, Osborne, Simmons, Strahan (intimate friend of our Franklin), Tonson and Wright. Eight London master printers were members of parliament. Five master printers had been Lord Mayors of London. Nineteen master printers had distinguished themselves as authors; among these Richardson, the inventor of the modern novel, in his time the most popular novelist in Europe; and Smellie, who projected the "Encyclopedia Britannica," writing the major part of the first issue himself. After John Nichols's time the high prestige of the printers went into eclipse, and with it the high profits and also the respect of the general public. The printers who boasted of their cylinder presses and their "steam printing works," abandoned the good and ancient guild system, estranged themselves from their journeymen, shattered the efficient apprenticeship system, sweated the labor of boys and girls, and with few exceptions disgraced our noble art. The Machine was put above the Man, and neither master nor man prospered. The printers of the twentieth century have not all of them realized how inglorious and unprofitable was the record of the nineteenth century, but many of them have. The one conservative element, weak as it was, in that unhappy period of printing were the Unions, established under great difficulty to maintain a semblance of justice in a period of short sighted selfishness. What was true of the printing industry was also true of other industries.

Pre-eminently successful in business, fracturing his thigh in 1807, losing his entire establishment and stock in trade in 1808, serving as a councilman of the city of London, and active in guild affairs, John Nichols found time to become the author or editor of sixty-seven publications, and one of the foremost antiquarians of his time. Of his works that are of special interest to printers we have the "Biographical Memoirs of William Ged, including a Particular Account of his Progress in the Art of Block Printing [Stereotyping]," 1781, with a second revised edition in 1817, and "Biographical and Literary Anecdotes of William Bowyer, Printer, F.S.A., and of his many Learned Friends," 1782. The latter work has an interesting history. Soon after the death of William Bowyer II. Nichols issued an edition of sixteen copies, for intimate friends only, of a fifty-two page biography of his great friend and benefactor. During the next four years he expanded the memoir to 666 large quarto pages, in which book we learn much about all who associated with the Bowyers in every capacity, and of the printers and typefounders of his time. It is not too much to say that but for his highly informative book the history of printing during most of the eighteenth century would now be almost a blank. Almost all we know of William Caslon I., for instance, is found in this book, the success of which induced Nichols to still further enlarge the work, under the title of "Literary Anecdotes of the Eighteenth

Century," began in 1812, after he had been relieved of business details by his son, and ended in 1815. This is a standard and most valuable source of literary history. It has been reprinted several times, and is continually quoted in our literature. The latest edition we have seen is of nine volumes. The contents illustrate the close relations which Nichols had with the most eminent authors, publishers and printers of his time, to whom he had been introduced early in life by his great employer-schoolmaster-benefactor. On the title page of the "Anecdotes of William Bowyer" a quotation aptly describes the spirit in



John Nichols, successor of the Bowyers, born 1744, died 1826. His descendants have carried on the business with invariable success and distinction until the present time. Besides being a thorough printer and successful manager, John Nichols was one of the most useful literary men of his period. He wrote many books relating to the inner, intimate history of his times; some of them on printing and printers. We may truly call him a great printer.

which John Nichols wrote the memoirs, a very worthy one and one to be emulated by men in every generation:

To preserve the memory of those who have been in anyway serviceable to mankind, hath been always looked upon as discharging a debt which we owe to our benefactors. It is but reasonable that they who contribute so much to the immortality of others [the printers, of course] should have some share themselves.

In 1778 Nichols purchased a controlling interest in *The Gentleman's Magazine*, which since 1731 had been not only the best, but the most widely read and most profitable of magazines. This, the first of the magazines, was established by Edward Cave, inventor of the magazine and the first to apply the term magazine to a periodical. He planned it to be a storehouse of literary materials. Born in 1691, Cave, the son of a shoemaker, learned the printing occupation, and worked as apprentice and journeyman for twenty-five years. As his father lived in Rugby, young Cave had the right to enter the celebrated school of Rugby, but the tone of the school was then as aristocratic as it is now, and the son of a shoemaker was not *persona grata* (as William Bowyer would have said). The boy was discriminated against, notwithstanding which he applied himself diligently to his studies and succeeded in gaining an education much superior to that general among shoemakers' sons. There is now in Rugby a tablet commemorating his achievements and fame. From this school to the printing shop was his route to fame. While yet a journeyman printer he did much literary work as a compiler and literary proofreader, until he got employment in the London postoffice. It was while employed there that he conceived the idea of the magazine, and, having by extra work and severe

economy saved sufficient money, he bought a press and types and proceeded to write, edit and print *The Gentleman's Magazine*. The success was immediate, and Cave quickly took his place among the more progressive and affluent publishers of his time. He was the first to offer money prizes for the best articles. His prizes were generous, and many writers who subsequently became famous owed their introduction to literary success to Cave's liberality. He was also liberal with the established authors, and even became the generous employer of Dr. Samuel Johnson, the literary colossus of those times. Cave died in 1754, at the age of sixty-three, having enriched himself and all his connections, and established a new means of advancing knowledge and culture. He was a man of great force of character.

From 1754 until 1778, when John Nichols assumed control of *The Gentleman's Magazine*, it had maintained its prestige, but Nichols increased its influence and reputation. He edited it until his son, John Bowyer Nichols, born in 1779, relieved him in 1811. This son continued as editor until 1863, when he was succeeded as editor by John Nichols's grandson, John Gough Nichols, born in 1806, who continued as editor until 1873. He was succeeded by his brother, Robert Cradock Nichols, who was alive in 1880, and head of the great printing house of Nichols & Sons.

The Gentleman's Magazine continued until 1912. Founded by a printer, it was edited as well as owned by printers for one hundred and forty-three years, if not longer. During that period matters relating to the history of printing found a welcome in its pages. In 1889 Houghton-Mifflin Company, of Boston, issued a volume of 328 pages of important items relating to printing and bibliography extracted from the magazine.

The men whose names are brought to memory in these pages lived in a period when printers and the art of printing were held in the highest esteem. All of them were the publishers, as a rule, of the books they printed, thus enjoying both the profits of printing and of sales. This necessarily brought them into close contact with the authors and the reading public. To be the patrons of men like Dryden, Johnson, Gibbon, Pope, Goldsmith and a great host of geniuses, created quite a different status to that of the later printers who became the servants of mere booksellers, who carefully held them apart from both authors and readers. This decline in status was brought about by the decline in education and learning among the printers, due largely to the decline and fall of the guild influence and its protection of the apprentices. How could men who placed machinery above knowledge and culture maintain profitable relations and equality with authors or with well instructed book buyers! Ignorant apprentices, introduced into our art and craft by unenlightened employers, supplied in turn ignorant journeymen and an ignorant employing class, until in our time it became proverbial that the chief successes in the printing industry were achieved by non-printers equipped with a wider mental view and a better education than was usually found among practical printers. Thus was lost the prestige and the profits of the printers during the last century. In the attempt now being made to regain prestige and adequate profits, let it not be forgotten that everything depends upon the quality of the personnel in every employment in a printing house. The introduction of lads into composing rooms who do not have "some share of learning" is an error which is doing and has done more injury to our occupation than any other. When the apprentices were well selected and protected, printers and printing prospered. When the apprentices were picked up casually from the street, by way of a "Boy Wanted" sign, printers and printing became deservedly unprosperous. The printing apprentice is the father of the printers of the future. Whether that father will evolve a good or inefficient printer depends upon the master printers of this day and generation.

A BOOK PRINTING ANNUAL FOR 1921

Boktryckeri Kalendern 1921, edited and published by Waldemar Zachrisson, Gothenburg, Sweden, 418 pages. Bound in red cloth with title and backbone stamped in gold.

This is the sixteenth edition of a year book, the aim of which seems to be to record the progress of book printing in all its branches rather than the progress of printing as a whole. Every article, with two or three exceptions, is written with this aim in view, giving the reader a fair scope of the accomplishments in this regard, both in Europe and in the United States. It is therefore a valuable volume for all lovers of well printed and well bound books who are able to read Swedish.

The book is well printed and beautifully illustrated. The type used in the composition is ten point old style with headings in fourteen point lining old style of English make. A forty-eight point plain initial, printed in orange, is the only ornament on the page.

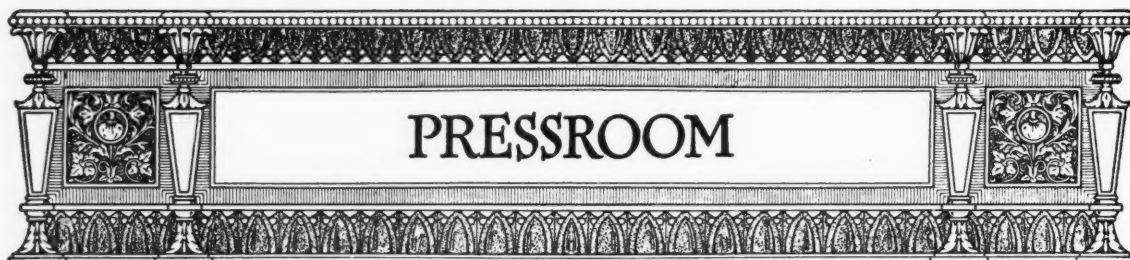
Bodoni and his work are ably sketched in an article by Simon Bernstein, a printer and book lover of Copenhagen.

For us Americans the year book contains four articles of special interest; one headed "Warren G. Harding, the Printer in the White House at Washington," gives a sympathetic character study of the President, partly a translation of Lord Northcliffe's articles in the *London Times*. Another article gives a description of the Curtis Publishing Company's plant in Philadelphia, illustrated with nine full page halftones. There are also two articles about the Roycroft Shop in East Aurora, New York, with samples of the work of Axel Edward Sahlin.

Henry Guppy, M.A., a well known English author, describes in a forty page article John Ryland's library in Manchester, England, as it stands today, practically the largest and costliest library of its kind in all the world gathered, developed and supported by private capital. In this article Mr. Guppy has given a history of book printing from its earliest beginning to modern times.

There are also illustrated articles about the Ashdene Press, the only one left of the three prominent ones which had their inception through William Morris and his disciples, the Kelmscott Press, the Doves Press, and the Ashdene Press; Aubrey Beardsley, the artist and designer who once startled England with his more or less unconventional drawings; the book fair in Leipsic in 1914, with four color halftone perspectives of the fair proper as well as exteriors and interiors of the principal buildings, also title pages from the English, Russian, Austrian and Italian catalogues; book printing from Norway, with a history of the organization work necessary to bring the industry the success it now enjoys, as well as pictures of the present and past leaders in this organization work; "Book Decorations Through the Ages," with numerous examples of French, German, English and Italian book typography. There is also an article on the history and development of rotogravure and a description of the new Winkler process of stereotyping halftones for three and four color printing.

The book also contains a directory of all book and job printers in Sweden, Norway, Denmark and Finland, as well as eighty-six pages of advertisements, neatly displayed and printed in black and orange. The majority of these advertisements sing the praise of printing machinery and printers' supplies manufactured in Germany, one German manufacturer occupying five pages, another two. Compare this with only two pages from American manufacturers, and the reason for Germany's predominance in the Scandinavian market can probably be guessed at. There is no reason in the world why German printing machinery should outclass that of American manufacture in the European market. It is only a matter of sales policy—that's the reason. However, through this directory the American manufacturers now have a chance to effectually circularize the Scandinavian printers; let's hope that this will prove a wedge splitting the barrier.—*Martin Heir.*



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Book on Care of Rollers

A West Virginia printer asks for a book which will be of help in the care and treatment of composition rollers.

Answer.—Such a book was published several years ago, for free distribution, by Samuel Bingham's Son Manufacturing Company, roller makers, 636 Sherman street, Chicago. It is possible you may be able to secure a copy by addressing a request to that company.

High Speed for Three Color Work

Clayton Swarts, of the *Gazette*, Xenia, Ohio, sends a three color page of a holiday issue of a newspaper which was printed at the rate of ten thousand impressions an hour on a twenty-four page straight line Hoe press, without the color deck. He asks our opinion of the work.

Answer.—The printing of the three colors is well done. The green holly border, however, should have been trimmed or routed so that the shoulder of the plate would not print. Otherwise the work is commendable.

Praise for a Pressman

A. F. Droste, Waverly, Iowa, submits a copy of the December issue of the *Rhode Island Red Journal*, and asks our opinion regarding time taken for makeready and for running off the forms. Part of one section is in red and black.

Answer.—The pressman's work on this journal is well executed. The printing is clear and sharp, the text pages without exception being clearly printed. The halftones which are not damaged print legibly, and the two color advertisements register accurately. A few pages are marred by badly joined rules and worn plates, but the pressman is not to be blamed for these faults. Altogether he is entitled to praise for his skill.

Four Color Plate on Platen Press

The following letter was written by the Arrow Printing Company, Inc., Rochester, New York, when submitting a four color window card printed on a platen press: "We are enclosing a copy of a four color reproduction, designed and printed in our plant. We believe you will be interested in knowing that this job was printed on a platen press, and we also think you will agree that the result is unusually good for this class of job. The piece of advertising is designed to be placed inside of show cases or on the counters in jewelry stores and optical shops."

Answer.—The presswork on this job is excellent. The design shows good contrasts, and the rendering of the color combinations is very good.

Halftone Plate Printed Flat

A Canadian printer submits a catalogue page having a halftone plate showing spots, which he states he was unable to prevent. From appearance of plate it was run flat without any makeready, as the high lights printed legibly.

Answer.—The spots, we believe, are due to lack of proper makeready. If the plate had an overlay made for it out of thin

paper it would not need quite so much ink to print and the solids would show up stronger. To make an overlay, first pull about three or four impressions on thin paper. With a sharp knife cut out (1) the solids, (2) the middle tones and solids, (3) the solids, middle tones and shadows. Attach these cut out pieces to a sheet in register, first the solids (1), next the middle tones and solids (2), and finally the piece which contains the three tones (3). The edges of the sheet may be torn, or they may be cut with a sharp knife. When overlay is finished it may be attached in the tympan about three or four sheets down. Of course a mechanical overlay would give much better results than a hand cut one.

Where the Fault Lies When Offset Occurs

A specimen of printing is submitted in which our opinion is sought as to the cause. It appears that the question is whether the ink or the pressman is to blame. Our opinion is based on appearance of printed specimens.

Answer.—Offsetting is not always due to the ink. More often perhaps it is due to some oversight of the pressman. An examination of the specimen does not give us any clue to the cause in this case. It would be just as fair to blame the pressman as to blame the ink; in fact we would say that the pressman should know before piling his stock whether or not the ink will dry quickly. If it does not, the addition of a small amount of paste or liquid drier would help expedite the drying. A trifle more impression on the outside pages would possibly have made it unnecessary to carry quite so much ink. It is the writer's belief that the ink could be used without offsetting if the stock when printed was not stacked in piles that were too large, and if no electricity was present in the paper.

To Prevent Column Rules Cutting

F. E. Drinkwater, St. Paul, Minnesota, submits the following plan to prevent column rules cutting: "The articles under the heading of column rules cutting as written in the November and December numbers of *THE INLAND PRINTER* are interesting. My experience as to this trouble is applicable to large newspaper forms of either type or metal. The main cause of this trouble is in the manner of lockup. From constant practice, if the forms are locked too tight at the bottom, the column rules (especially those in the center of the page) will become slightly bowed lengthwise. This explains the phenomenon that the ends of the rules remain even with the face of the type or metal. To determine the straightness of the column rule in question, set it crosswise in front of you and edgewise on a flat surface and in a dark room. Then hold a lighted match on the side of the rule opposite you and look through underneath the center. If you can see the light beneath the center and not at the ends of the rule, then it is surely bowed. If the column rule in question should prove to be not bowed, then replace in the form and proceed as follows: Unlock the forms, then tighten the press clamp. Slightly tighten middle side quoins, those on the bottom, and then the top and bottom side quoins. Then fully tighten side

quoins and finally those at the bottom. Lock up evenly all around. Before locking up forms, slightly tighten all quoins snug by means of the fingers. If the column rule was found to be bowed a new rule can be placed in the form. The most common way to remedy this trouble is to use three short pieces instead of a full length column rule. I have used this method many times and it has never yet failed to remedy the trouble. Of course, a new tympan will have to be made ready where the old one was rendered defective by the rule cutting."

Printing From a Negative Is Not a Typographic Process

A Southern correspondent asks for information as to how he can procure a print from a glass negative.

Answer.—There is a process called oil and bromoil printing in which a print may be obtained from a prepared negative. For particulars regarding this process we suggest that you write to Tennant & Ward, 103 Park avenue, New York city, and ask for a copy of *Photo-Miniature*, No. 106, which deals with the subject, "Practical Oil and Bromoil Printing." There is another method of printing from negatives called the simplified collotype process, sold under the name of Synop Process. Details and materials may be procured from A. W. Penrose & Co., Ltd., 109 Farringdon road, London, E. C. 1, England.

Height of Bed Bearers

A controversy between two pressmen on the question of height of bed bearers ended with no decision, so was referred to us. In deciding we wish to state that the bed bearers should be exactly .918 inch, or type high. For authority we refer readers to page 49 of book of instruction for erecting the Babcock Optimus press, which states: "The bearers, when screwed to the bed, must be exactly type high. Sometimes it is necessary to underlay them with paper to adjust them correctly. Use firm, hard paper for this purpose, as soft paper will crush down. If there are uneven places in the surface of the bearers, these places can sometimes be made straight by a little extra underlay. The bearers are always the correct height and perfectly even when shipped from the factory and need no adjusting."

Rollers Are Flat

A pressman states that during corrections taking several hours one of his presses was inadvertently allowed to stand with form rollers on plate and against vibrators. This caused flat places, which marked the halftones in the form, necessitating putting in another set of rollers. He asks a remedy for flattened rollers.

Answer.—If the form rollers are the same diameter as the distributor rollers or the top riders, they should be placed in a position where they are out of contact with the form, and after a while they may again regain their circular contour. Another plan is to set the flattened rollers against the vibrators and plate a trifle tighter, and allow the press to run for several hours. The increased friction resulting from the abnormal setting will induce heat. After a time the flattened surface will be worked into shape. A close watch should be kept to prevent the melting of the rollers.

Quads and Slugs Work Up Around Halftone

A correspondent writes describing trouble experienced in a form when two wood mounted halftone plates were used in a type page. It appears that he had to stop the press frequently and push down the quads, slugs and material in the blank area adjacent to both plates. He states that one halftone was underlaid and the other one was not, but no different effect was noted on that account.

Answer.—It is very likely that halftones were the disturbing elements in the form. A halftone or any other wood mounted plate may tilt even if it is not underlaid and it is

more likely to tilt if it is underlaid. The shrinkage or expansion of the wood will make it out of true in its relation to the surrounding parts of the form. If the form adjacent to the halftone is sprung because the parts contiguous to the plate are not square, or do not have parallel surfaces, spacing material will work up. Before a plate goes into a form it should be tested on a plane surface for tilting. If a saw trimmer is available, take a very slight trim from the four sides. After the plate is on the press do not underlay the block; interlaying is the thing to do. Where possible do not wait until the form goes to the press, but have the plate made type high and have the low areas built up. A plate so treated will not cause workups. In modern makeready a pressman rarely finds it necessary to lift a plate from the form.

Press Stalled on Impression

A country publisher states that a peculiar occurrence took place when the first side of the paper was being printed. The feeder carelessly allowed too many sheets to be carried down by the grippers, and when the cylinder took the form the press came to a standstill. It took the combined efforts of the office force on the fly wheel to back the cylinder off the form. He wanted to know if main strength, applied as stated, was the proper method of procedure.

Answer.—There was danger of breaking out teeth of the star wheel which drives bed rack, or other driving mechanism, by applying force that way. The impression screws that adjust the cylinder should have been relaxed, which would have relieved the pressure of the wedge of paper which came between the cylinder and the form, then it would have been an easy matter to back up the press to release the paper. The readjusting of the cylinder to the bed bearers is not difficult.

The Resin Overlay

A Texas printer asks what has become of the powdered resin overlay which was in use several years ago.

Answer.—The overlay referred to is probably the Perfect overlay, of which we have not heard anything for some time.

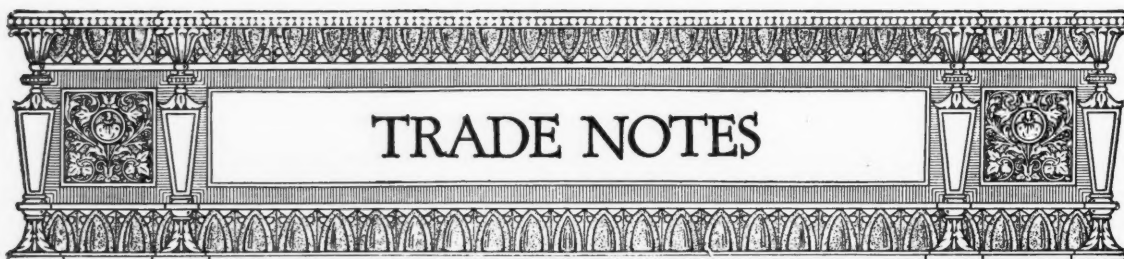
A Southern printer asks how the powdered dragon's blood is used as an overlay.

Answer.—The material is not used directly on a tympan. It is mixed with very fine whiting and dusted on an impression pulled on onion skin folio with a strong ink. Mix equal parts of the two mediums and bolt through a fine mesh fabric. Dust it on an offset impression on both sides of the sheet. Hold over a source of heat until it turns black. Make several of these overlays and attach them down a few sheets in your tympan. It serves as an overlay, but we can not promise a degree of efficiency that would equal the various mechanical overlays now in general use. It might serve your purpose, however.

Unsatisfactory Printing Not Fault of Paper

A Southern printer submits several specimen folders where the printing of the black form over a tint was unsatisfactory. The printer had the idea that the stock was partly at fault.

Answer.—The fact that one side works pitted is due principally to the printing of a black on a tint where the tint was carried too strong. If you had printed the black first, then printed a varnish tint over the black, the effect would have been better. This varnish tint is transparent and may be procured from any ink dealer. The addition of a few patches of tissue paper in weak places will cause the parts to print up better than they show in these impressions. We do not believe the paper is at fault. Incomplete makeready and the carrying of too much ink on the tint form we would ascribe as the causes of unsatisfactory printing. In work of this character we would prefer to print the black form first and then use a transparent varnish tint as second form. We suggest that you ask your ink dealer for particulars.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Martin Heir to Visit Europe

Martin Heir, former secretary of the Typothetae of Grand Rapids, Michigan, and recently secretary of the Printing Trades Secretary Managers Association, sailed for Europe on February 21. Mr. Heir will visit his mother at Namsos, Norway, and will also make an extended tour of the principal European countries with the object of studying conditions in the printing trade.

At the final meeting of the Grand Rapids Typothetae, when Mr. Heir severed his connection with the organization, he was presented with a purse containing \$150 in gold.

Prizes Won by Machine Composed Specimens

One of the facts brought out at the convention of the Maine Press Association, at Hotel Falmouth, Portland, January 12 and 13, is that more and more printers and publishers are coming to appreciate the speed and economy of machine composition, and that the use of the product of the modern composing machine is steadily growing in most classes of printing.

Two typographic contests were conducted in connection with the meeting — a newspaper and a job printing contest — and five out of six of the prize winning specimens were composed on the linotype. In the newspaper contest the first prize was won by the *Houlton Times*; the second, by the *Bath Independent*; and the third, by the *Skowhegan Independent-Reporter*. In the job printing contest the first prize went to the Southworth Printing Company, of Portland; the second, to the job department of the *Lewiston Journal*; and the third, to the job department of the *Houlton Times*.

Berry Succeeds Praigg as Director of Advertising of U. T. A.

Edward D. Berry, who is well known in the United States and Canada as an advertising man, editor, special writer and typographer, has been appointed Director of Advertising of the United Typothetae of America, with offices at 608 South Dearborn street, Chicago. Mr. Berry succeeds Noble T. Praigg, who has been connected with the department of advertising since 1919. Mr. Praigg's new enterprise will be the development of a research, counsel and service organization in connection with direct advertising.

Mr. Berry was with the Lanston Monotype Machine Company for three years as

director of publicity and as traveling representative of the president. He took over the editorship of *Monotype*, which was awarded a special prize for consumers' house-organs at the direct mail convention held at Springfield last October. For the past eight months Mr. Berry has been managing editor of *The Fourth Estate*, New York city. He was on the committee on



Edward D. Berry.

arrangements at the presentation of an editorial chair to President Harding by the editors of the country last July.

Mr. Berry made several investigations into the psychology of reading from the standpoints of printing and advertising, the results of which have been commended as new and valuable by psychologists and advertising men.

Mr. Berry was one of the organizers and the first president of the Printers' Supply Salesmen's Guild of Philadelphia. He was also one of the organizers and the first elected secretary of the Chicago Club of Printing House Craftsmen.

Printers' Supply Salesmen's Guild Elects Officers

The Printers' Supply Salesmen's Guild of Philadelphia held its first annual meeting January 20 at the Bourse dining rooms, when the following officers for the year 1922 were elected: President, A. G. Vase; vice president, Charles F. Clarkson; recording secretary, P. F. Tynen; financial secretary, Milo E. Hayes; treasurer, Fred

Meinecke. The Board of Governors consists of Norman E. Hopkins, E. A. Roberts, John P. Deal, F. A. Carpenter, and the officers ex officio. Although the Philadelphia guild was organized less than a year ago, it has the largest membership of any in the country and is a live organization. The retiring president, Edward D. Berry, one of the organizers of the Philadelphia guild, was presented a handsome walrus traveling bag by the members. Charles F. Clarkson, in making the presentation, called attention to the successful work of Mr. Berry in building up the membership in such a short time, and said that in truth the guild had been built around Mr. Berry's personality and that the members felt there should be a practical demonstration of the appreciation of the members, since his duties had taken him to another city.

Inland Daily Press Association Holds Annual Meeting

Over one hundred and fifty editors and publishers were present at the annual meeting of the Inland Daily Press Association, which was held February 21 and 22 at the Hotel LaSalle, Chicago. The two day session was taken up by reports of the routine business and a live program of addresses on points of vital interest to every publisher. Among the topics discussed by the speakers were "Fifteen Per Cent to Recognized Advertising Agencies, The Outlook," Dick Lee, of Lord & Thomas; "Apprentices," E. George Myers, associate editor, *The National Printer-Journalist*; "The Joseph Medill School of Journalism," H. F. Harrington, Northwestern University; "Special Page Advertising and How Not to Abuse It," J. H. Harrison, *Commercial News*, Danville, Illinois; "Allied Publishing Forces Which Contribute to the Success of Newspapers," Jesse H. Neal, secretary Associated Business Papers; "Metal Problems," L. D. Staplin, of the Metals Refining Company, Chicago; "Newspapers," H. C. Hotaling, secretary National Editorial Association; "Newspaper Advertising," F. P. Mann, president North Dakota Retail Merchants Association; "Circulation Building, Deduction from Income Tax," Clifford Yewdall, New York city; "Second Class Postage," Frederick W. Hume, executive secretary National Publishers Association.

Frank H. Burgess, of the *Tribune*, La Crosse, Wisconsin, was elected president of the association to succeed John Sundine, of the *Daily Dispatch*, Moline, Illinois. Will V. Tufford, of Clinton, Iowa, was reelected secretary treasurer.

George E. Packard

There is, perhaps, no man catering to the wants of printers who is more popular throughout New England and in New York State than George E. Packard; but because he is a modest man, and insistently averse to being used for advertising purposes, his name is seldom seen in print. A friendly pen now gives him the public recognition he deserves.

Mr. Packard was born in Ellsworth, Maine, November 1, 1875. He and his



George E. Packard.

charming family have resided in Albany, New York, for several years. The son of a master printer, he learned the alphabet and the case at the same time, and could set reprint at the age of six. During his school days he worked at printing during vacations. He was a leader at school, and eventually became a thorough journeyman printer. In 1897 he entered the printer's supply field, and has sold everything from type to platemaking machinery, printing machinery and composing machines. Before undertaking the sale of anything, it is Mr. Packard's method to learn all about it. He is a student of everything connected with the production of printed things of all sorts, and thus has acquired an expertness which induced the American Type Founders Company a few years ago to engage him as a production engineer on the staff of its efficiency department. In this profession his wide experience and conscientious regard for the interests of his clients have resulted in a notable success.

"National Printer-Journalist" Merged with Trade Press Publishing Company

The *National Printer-Journalist*, formerly published in Chicago, has united with the Trade Press Publishing Company, of Milwaukee, Wisconsin, and is now being published in Milwaukee. Benjamin S. Herbert, who has been in charge of the *National Printer-Journalist* since the death of his father, B. B. Herbert, will continue as editor. The other officers of the company are: President and publisher, H. A. Apple; vice president and advertising director, F. L. Goulston; treasurer and business manager, P. C. Treviranus; circulation manager,

W. E. Lenicheck; field manager, J. A. Ermatinger; art director, J. D. Campbell; associate editor, E. G. Myers; managing editor, H. J. Larkin; industrial editor, E. C. Kratsch; technical editor, M. Fahnestock.

The Trade Press Publishing Company publishes four other trade papers, and the consolidation will enable Mr. Herbert to devote his entire time to the editorial department. The *National Printer-Journalist* has the best wishes of the entire printing trade for its continued success.

Exhibition of Cover Designs

The original cover designs which were submitted by contestants in the Sunburst cover prize contest were exhibited in the Fine Arts building, Chicago, February 8 to 14, by the Hampden Glazed Paper & Card Company, of Holyoke, Massachusetts. Of the 3,500 designs entered in the contest, 275 were selected for this exhibition. The covers chosen comprised a great variety of subjects, and the designs and color schemes were strikingly beautiful. The exhibition was visited by a large number of artists, students and advertising men.

Second District Typothetae to Hold Convention

Elaborate preparations are under way for the annual convention of the Second District Typothetae Federation (New York State above New York city) which is to be held in Rochester on March 10 and 11. An even better program than that of the convention held at Syracuse last year is hoped for, and the committee expects to provide

a profitable as well as highly enjoyable two day session for the four hundred or more New York State printers, salesmen, foremen and service men who are expected to attend.

A carefully prepared program of nationally known speakers has been worked out, and this will be supplemented by round table discussions on various phases of the printing business.

The officers of the Second District Typothetae Federation are: President, Frank J. Smith, Rochester; first vice president, Ira G. Payne, Albany; second vice president, Robert J. Hausauer, Buffalo; third vice president, W. D. Haight, Poughkeepsie; treasurer, Floyd N. Spaulding, Syracuse. All these officers have spent a great deal of time during the past year in looking after Typothetae matters and they are all pledged to make the convention a great success.

All printers and publishers in the State of New York, whether affiliated with the Typothetae or not, are urged to attend and take part in the conference. The annual election of officers will be held at an execu-

tive session on Saturday afternoon, the last day of the conference. Organization, coöperation and harmony will be the keynote of the conference, and its ultimate aim is to raise the standards of the industry in the State of New York to an even higher plane.

Numbering Machine Prices Reduced

Reductions in the prices of numbering machines have been announced by the American Numbering Machine Company and the Roberts Numbering Machine Company. The main offices of both firms are in Brooklyn, New York.

Presentation to Joseph A. Borden

A very pleasing event at the convention of the Printing Trades Secretary-Managers Association recently held in Indianapolis was the presentation of a handsomely engrossed and illuminated testimonial of appreciation to Joseph A. Borden, formerly general secretary of the United Typothetae of America, and now director of the department of general service of the American Writing Paper Company.

The presentation was made by Henry M. Ellis, secretary of the New Orleans Typothetae, on behalf of the association. Mr. Ellis attributed much of the friendly and coöperative spirit now existing in the printing industry to the untiring efforts of Mr. Borden while secretary of the U. T. A., and expressed pleasure that in his present position as director of the service department of the American Writing Paper Company, Mr. Borden is still devoting his efforts to the interests of the printer.



Testimonial Presented to Joseph A. Borden.

Mr. Borden's response was full of appreciation for the tribute expressed by the secretaries. He said he had considered it a great privilege to be able to help his fellow printers, and expressed the hope that his present line of endeavor would prove of lasting benefit to the printing industry.

Annual Meeting of Diem & Wing Paper Company

The annual meeting of the stockholders of The Diem & Wing Paper Company was held at the home offices, Cincinnati, Ohio, Saturday, January 21. Albert Diem, formerly president, who has retired from active participation in the affairs of the company, was elected chairman of the Board of Directors. I. Henry Reid, formerly vice president and general manager, was elected president. William A. O'Hara, vice president; Alvin Bodemer, treasurer; P. A. Stuhley, secretary; and A. L. Brown, assistant secretary, were reelected, as were also J. W. Sturm, Albert Evers and W. F. Roemler, as directors. These officials and directors comprise the Board of Directors.

The company is entering into the forty-second year of its existence. With home offices in Cincinnati, it has division houses and sales offices located at various points in the Central and Southern States.

Milwaukee Craftsmen Elect Officers

The Milwaukee Club of Graphic Arts Craftsmen held its regular monthly meeting January 19, at the Republican House. Addresses by W. F. Ebbing, secretary of the Ohio Knife Company, on "The Manufacture and Care of Paper Knives," and by William Knoelk, of the Business Science Society of Chicago, on "The Qualifications Necessary to Success," proved to be both entertaining and instructive. Members so strongly expressed their appreciation of the weekly gathering for noonday lunch at the Hotel Medford that additional meeting points are to be selected.

The following officers were elected for the ensuing year: President, George Faber; first vice president, R. F. Nuzum; second vice president, Emil Loebel; secretary, Walter Hoffmeister; treasurer, Edward Heimaker.

A committee was appointed to prepare a suitable testimonial of appreciation of the good work done by the retiring president, E. George Myers, during the formative period of the club.

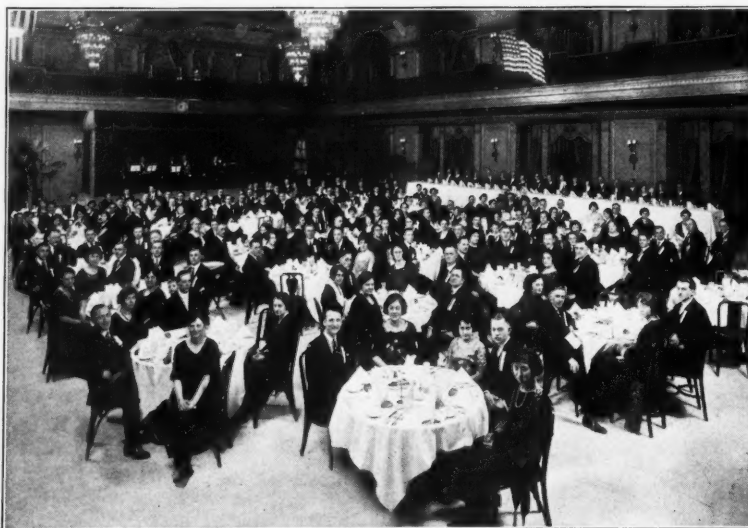
Chicago Monotype Club Holds Annual Banquet

The Chicago Monotype Club celebrated its tenth anniversary on Saturday evening, February 18, by holding a banquet and dance in the Cameo Room at the Morrison Hotel. This club, which is composed of monotype operators, has grown rapidly since it was organized in 1912, at which time its membership consisted of sixteen. The accompanying illustration shows the numerical strength of the organization today, which is close to two hundred, comprising about ninety per cent of the monotype operators in the city. The object of the club extends beyond the social activities. It is one of real helpfulness. A sick benefit fund is maintained, also a fund from which members may secure small loans when necessity requires.

Following a splendid dinner, short addresses were delivered by William A. Goulding, the president of the club and toastmaster for the evening; James H.

Sweeney, western manager of the Lanston Monotype Machine Company; Emmett Whealan, for years one of the most active members of Chicago Typographical Union, No. 16, now County Commissioner, though still carrying his membership in the union; Harry Hillman, editor THE INLAND PRINTER; Col. Michael H. Madden, for years one of the most prominent figures in

If the present plans are carried out the Empire State School of Printing will be organized under the Educational Department of New York State and will be subject to supervision of the Board of Regents of the state. The publishers will then hold the same relationship to the school as the benefactors of any educational institution. The school will start with three instructors



Chicago Monotype Club Celebrating Tenth Anniversary.
Photo by Kaufman & Fabry.

the printing industry of Chicago; David H. Mallalieu, of the Central Typesetting & Electrotyping Company; and S. G. Greenfield, of the C. & G. Manufacturing Company. Walter W. Barrett, vice president of the International Typographical Union, and P. A. Howard, publisher of the *Ben Franklin Monthly*, who were on the program, were unable to be present. Musical selections were rendered by Benson's Orchestra, and vocal numbers by Miss Wilma Haaga, assisted by Russell Wilde, pianist.

At ten o'clock the floor was cleared, and those who trip the light fantastic enjoyed themselves to their hearts' content, mingling many of the old time dances with the so called modern steps.

New Printing School to Be Opened in Ithaca, New York

A school for the training of linotype operators and compositors is to be opened in Ithaca, New York, on April 15, according to an announcement made by Frank E. Gannett, of the *Rochester Times-Union*, president of the New York State Publishers Association. The school will be known as the Empire State School of Printing. The New York State Publishers Association has for nearly two years been considering the establishment of a school for teaching printing, but the school to be started in Ithaca will be along radically different lines from the plan first considered. It will be organized for the advancement of the printing trades and not for profit. The school will have no stockholders, but will be managed by a board of trustees.

and accommodations for twenty-five pupils. Composing machines and modern equipment for instruction in hand composition will be provided.

Franklin-Typothetae of Chicago Holds Annual Dinner Dance

The annual dinner dance of the Franklin-Typothetae of Chicago was held Saturday evening, February 25, at the Drake Hotel. It was declared by many of the guests to be the best of the many enjoyable events that have been put on by the Franklin-Typothetae in recent years. Five hundred and twenty-three persons were served at dinner. The menu upheld the Drake's reputation for its excellent cuisine and the program was enjoyable and not too long.

William Sleepack, whose humor and eloquence are well known to the printers of Chicago, filled the position of toastmaster in an admirable manner. Be it said to his credit, Mr. Sleepack avoided the failing of many toastmasters, that of usurping the position of principal speaker of the evening.

In a brief paragraph it is impossible to do justice to the speaker, Dr. George Craig Stewart, rector of St. Luke's Parish, Evanston. His address on the subject of "Living Your Whole Life" carried a vital message to those having the privilege of hearing it.

In addition to supplying the speaker, the cultured suburban city of Evanston enjoyed the distinction of contributing the splendid music which enlivened the evening. The musical numbers were furnished by Rollin Pease, baritone, Miss Ruth Lees, soprano, and the Northwestern University Glee Club.

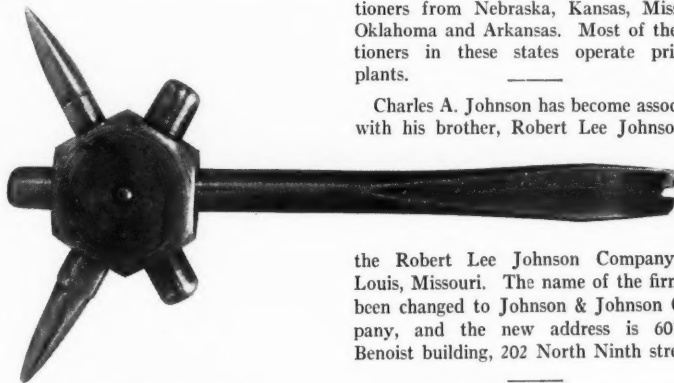
After the dinner and program the floor was cleared and the Drake Hotel orchestra provided music for the dancing which lasted till shortly after midnight.

Seated at the speaker's table were Dr. George Craig Stewart, speaker; William Sleepack, toastmaster, and Mrs. Sleepack; E. F. Hamm, president the Franklin-Typothetae, and Mrs. Hamm; Thomas E. Donnelley, vice president; Daniel Boyle, treasurer, and Mrs. Boyle; James Hibben, chairman Franklin Association, and Mrs. Hibben; Ben C. Pittsford, chairman Typothetae Association, and Mrs. Pittsford; R. B. Nelson, vice president United Typothetae of America, and Mrs. Nelson.

The success of the banquet was due to the work of the program committee who spared neither time nor effort to provide a good evening's entertainment and to put across the sale of a sufficient number of tickets to meet the heavy expense involved. The members of the committee were: Harry Hillman, chairman, W. B. Patterson, L. F. Neely, F. J. Hagen, E. J. McCarthy, H. A. Staley, Milton Severinghaus and Paul H. Fieberg. The members of the reception committee were F. J. Hagen, chairman, E. J. McCarthy, C. C. Means, Ben C. Pittsford, D. W. Matthews, M. S. Burnett, Floyd Haas, L. J. Winiecki, A. A. Frederickson, C. Severinghaus, George Drucker.

Printers' New Combination Tool

A new combination tool has been devised by James J. Schmidt, of Rahway, New Jersey. The tool consists of a chisel, an awl and a punch, all of which are necessary in the printing trade when mounting and unmounting plates upon wooden bases, as well as when working on mounted cuts. The tools radiate from a central hub at equal distances apart, one of the tools being of such length as to form the handle and having a notch at its end whereby it may



Combination Tool for Printers.

also be used for pulling small nails. A punch with a diametrically opposite butt member for pounding, and a reversely arranged awl with a similar opposite butt for pounding, permit of instant adaptation of the tool for one purpose to another, by turning the tool about in the hand. The chisel which forms the handle member of the tool also has an opposite butt, which may be used in forcing the chisel under the plate which is nailed to the block, by ham-

mering on the butt directly opposite. As the awl and punch are about two inches long from tip to tip, the operator has a better perspective, and all danger of missing with the hammer and striking the plates is avoided in this new tool, since the adjacent tool elements act as guards, extending farther than do the butts on which the hammering is done.

George R. Swart Opens Chicago Office

Announcement has been made by George R. Swart & Co., of New York city, of the opening of a Chicago office in the Transportation building, 608 South Dearborn street. A. W. Robertson, treasurer of the company, will be in charge of the new office.

The company since its organization a few years ago has produced and developed a varied and extensive line of equipment for printers and bookbinders. Representative of the G. R. S. line are the single fold folder, the jobbing folder, the parallel folder, the Jumbo double sixteen folder and the continuous feeder. Another development is an automatic pile feeder adapted to standard makes of small cylinder presses. The company also has the agency for the Christensen stitcher feeder and the Frohn Simplex pile feeder. Specially designed equipment has also been built by the company to solve the binding problems of many large plants.

Brief Notes of the Trade

The midwest division of the National Association of Stationers and Manufacturers will meet at Kansas City, Missouri, March 22 and 23. This meeting will be attended by a large number of retail stationers from Nebraska, Kansas, Missouri, Oklahoma and Arkansas. Most of the stationers in these states operate printing plants.

Charles A. Johnson has become associated with his brother, Robert Lee Johnson, of

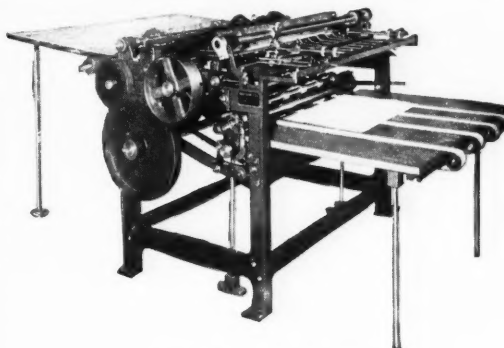
the Robert Lee Johnson Company, St. Louis, Missouri. The name of the firm has been changed to Johnson & Johnson Company, and the new address is 607-609 Benoist building, 202 North Ninth street.

Frank H. Aldrich & Son, art service for advertisers, Toledo, Ohio, announce the removal of their offices to 421 Smith & Baker building, Superior and Adams streets.

To increase its facilities for research and development work, the American Printing Ink Company, of Chicago, has enlarged its chemical department. In addition to the services of F. E. Barneier, who has been with the company for several years, those of Harry E. Rice have been secured. Mr.

Rice was for several years operating chemist in a large Chicago dry color plant. Previous to joining the American Printing Ink Company he was chemist for R. R. Donnelley & Sons Company, where he had considerable experience in studying the practical application of inks to paper under the varying conditions encountered in a large printing plant.

The Latham Machinery Company, of Chicago, recently shipped a large consignment of bookbinders' machinery to Carmichael & Co., Limited, Sydney, Australia. This is the first large foreign order received



The G. R. S. Single Fold Folder.

by the company since the beginning of the business depression a year and a half ago, and it points toward a revival of foreign trade in the near future.

Charles E. Salmon, who for many years has been connected with the ink and roller industry, has joined the sales staff of the Rapid Roller Company, Chicago.

Daniel J. Ryan, formerly with Ault & Wiborg Company, has been appointed vice president of James P. Roach Company, manufacturers of printing inks, Chicago. Mr. Ryan has had twenty-three year's experience in the manufacture and sale of printing inks. His first experience in the ink business was gained at the main plant of Ault & Wiborg Company, at Cincinnati. Later he was sent to the St. Louis branch, and in 1913 he was transferred to the Chicago branch as assistant to William H. Armstrong, the local manager. The James P. Roach Company, which was organized a little more than four years ago, has grown rapidly.

A copy of the latest specimen book of halftone inks has been received from the Jaencke-Ault Company, Newark, New Jersey. This book contains reproductions of halftones in a variety of colors on coated paper and Certificate bond. It is interesting to note that "Charlie" Ault, president of the Jaencke-Ault Company, is one of the "big four" in the printing ink business who started at the same time over thirty years ago, Frank McD. Sinclair, Philip Ruxton and H. D. Ruxton being the other members of the quartette. Each achieved conspicuous success in the business.

THE INLAND PRINTER WANT ADVERTISEMENTS

HARRY HILLMAN, EDITOR

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY,
632 SHERMAN STREET, CHICAGO

VOL. 68

MARCH, 1922

No. 6

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Department of the Associated Advertising Clubs of the World; New York Master Printers' Association; New York Printers' Supply Salesmen's Guild; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

SUBSCRIPTION RATES

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When **Subscriptions Expire**, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisements for cause.

FOREIGN AGENTS

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton; France.

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER Free to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES

FOR SALE—Printery in western Pennsylvania (three cylinder), regularly publishing forty-five periodicals; high-class job work for railroads and steel companies; volume of business about \$100,000; very low expenses; an opportunity of this class is seldom offered. The right man will buy on investigation; if interested write STANLEY A. GILLESPIE, Room 1801, Arrott Bldg., Pittsburgh, Pa.

WANTED TO LEASE with option of buying later, paying weekly in eastern states, preferably New York or New Jersey, by practical newspaper man with 20 years' experience; county seat or live town where business can expand. M 573.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate; carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALEBOOK CO., Chicago.

FOR SALE—Small printing plant in Montgomery; 2 jobbers 8 by 12 and 12 by 18 C. & P.; good business; price \$2,500; \$1,000 cash; balance at 7 per cent. Write BEN W. DAVIS, Montgomery, Alabama. A value.

WANTED—A good manager or printing salesman to take an interest in a high-class modern well-going printing concern doing a business of over \$100,000 per year; incorporated. M 523.

FOR SALE—Good established job printing office in Indiana county seat; price \$3,500. M 468.

FOR SALE

FOR SALE—PRESSES: 1 No. 1 Pony Miehle, bed size 26 by 34 inches; 3 Walter Scott, 4-roller printed side up delivery, bed sizes 46 by 62, 42 by 55, 37 by 51; 1 56-inch 1/10 two-color Miehle press, 230 volts, D. C. motor, 1 Hoe double sheet rotary press, 44 by 64 inches; two Cross feeders and 230 volts D. C. motor, 1 John Thomson press, size 14 by 22 style "J" Laureate; 2 John Thomson presses, 10 by 15, two rollers; 1 John Thomson press, 14 by 22, Model "C." FOLDERS AND FEEDERS: 1 Chambers 62-inch D/16 folder; 1 Chambers 33 by 46 inch jobber; 1 Brown D/16 46 by 70 inch folder; 1 Brown jobber 25 by 38 inches; 1 Dexter No. 90 jobbing folder, 33 by 46 inches; 1 Dexter 49-inch D/16 folding machine; 1 Dexter No. 289 jobber, 25 by 35 inches; 1 Dexter No. 101 D/16 folder, 32 by 44 inches; 1 Cross folding machine feeder, 33 inches. MISCELLANEOUS BOOKBINDERS' EQUIPMENT: 1 Frohn stripping machine; 1 Frohn ruling machine with feeder, 38-inch; 1 Marresford tipping machine, 5 by 7 to 9 by 21 inches, practically new; 1 Sheridan 12-inch book covering machine; 1 Sheridan arch smasher; 1 McCain feeder for attachment to Model "B" Cleveland folder; 1 Seybold double head 7 by 38-inch die press; 1 Seybold round corner cutter. GEORGE R. SWART & CO., Inc., Printing Crafts Bldg., 461 Eighth avenue, New York city; Transportation Bldg., 608 South Dearborn street, Chicago.

WE OFFER THE FOLLOWING material at extreme bargains—One Western Electric motor, 1/2 HP 110 volt a. c., 60 cycle, single phase with two pulleys, now in use and in perfect condition, at extreme bargain at \$40; font of mats, 8-point Roman with Bold Face No. 1, need about \$10 worth of sorts, price \$35; Cottrell-Babcock folio drum cylinder press doing good newspaper and job printing, price \$400; 12 by 18 Humana feeder for C. & P. press, used only six months, worth \$600, in perfect condition, \$250; (will accept trade on last item, for Hamilton cabinet, metropolitan imposing stone, power saw or 30-inch cutter in good condition); Series Engravers Roman (lining) 6, 8, 10, 12, 18, 24 point, some imperfect letters though usable; entire lot for \$10; Series Bold Gothic Italic, 6, 8, 18, 24, 36 point, a few imperfect letters, entire lot for \$15; Series Post O. S. Italic 6, 8, 12, 18, 24, some imperfect letters, entire lot \$15. (Will not break any series.) THE TIMES PRINTERY, St. Francisville, Illinois.

MODERN PRINTING EQUIPMENT available at a sacrifice; a manufacturer who has operated a large print shop of his own wants to dispose of his equipment at once and will sell for any kind of a reasonable offer; the material includes three Kelly presses, four Gordons, two with Miller feeder attachments, one Cleveland folder, one Seybold cutter, and a complete assortment of type, cases, cabinets and accessories; all the equipment is in splendid condition and purchase records show exactly when it was purchased and what it originally cost. If you are interested, write us and we will gladly give full details. M 570.

FOR SALE—Kidder rotaries: 28 by 20-inch perfecter, flat or folded delivery; 30 by 30-inch perfecting and extra color on face; 36 by 48-inch two-color, and 30 by 20-inch and 36 by 60-inch one-color rotary wrapping paper presses; roll feed bed and platen Kidder, one 8 by 12 inch one-color; also two 6 by 6 inch New Era presses printing two colors on top of web with attachments, and one 6 by 6 inch New Era press printing two colors on top and one color on the reverse side of the web with attachments. GIBBS-BROWER COMPANY, 261 Broadway, New York city; 181 Quincy street, Chicago.

Megill's Patent SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK

From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



WISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE—New Monotype type, 6 to 36 point, large variety; type and border 50c lb.; "Unbreakable" leads and slugs (not monotype) in 2-foot strips, 20c lb.; rule, 45c; cut, 5c lb. extra; linotype and monotype composition. Send for catalogue. **GROSS TYPESETTING & FOUNDRY CO.**, 118 North Third street, St. Louis, Mo.

FOR SALE—No. 1 linotype machine, newly rebuilt and in first-class mechanical condition; one font two-letter mats and one magazine included; just the machine for daily or weekly newspaper; \$1,100 cash. **GROSS TYPESETTING & FOUNDRY CO.**, 118 North Third street, St. Louis, Mo.

SAVE \$400.00—Fuchs & Lang bronzer; machine in first-class condition; takes sheet 14 by 25 inches, speed 1,800 per hour; just the thing for office having small sheets to bronze; our price \$200, F. O. B. Grand Rapids, Mich. **GRAND RAPIDS LABEL CO.**

TWO No. 00 MIEHLE cylinder presses complete, ready to run, with Wagner motors, Cross feeders and one extension delivery; all were purchased new, have been used only six months and are in perfect condition; will sell at a good bargain. M 575.

FOR SALE—Thermostat gas governor for Intertype; complete with burners and piping, ready to install, price \$20. We now use electric pots. **THE EVENING NEWS**, Sault Ste. Marie, Michigan.

BOOKBINDERS' MACHINERY—New Model National book sewing machines, also rebuilt machines. Write for particulars. **JOSEPH E. SMYTH CO.**, 638 Federal street, Chicago.

FOR SALE—Bracket stripping machine in good condition, used very little; will strip flat sheets, reinforce catalogues, backs of books and tablets; price reasonable. M 564.

MILLER SAW-TRIMMER six-inch Standard metal cutting saws; regularly \$6.00, our price \$2.45. Write for information. **WONDERSAW**, 202 West 20th street, New York.

FOR SALE—Thompson Typecaster, complete equipment; like new machine; 6 to 48 point; price \$1,600, cash or terms. **FRANK NOSSEL**, 38 Park Row, New York, N. Y.

FOR SALE—One 44 by 62 inch 0000 Miehle one-color press, with Upham attachment, making it capable of two-color work; A-1 condition; reasonable price. M 319.

FOR SALE—Typewriters with linotype keyboard; best for all printers, publishers and vocational schools. **EMPIRE TYPE FOUNDRY**, Buffalo, N. Y.

FOR SALE—One Rosback No. 113 index cutter with adjustable rack; practically new machine; price \$200, Grand Rapids. **THE MACEY CO.**

FOR SALE—Miller saw-trimmer; cost \$450, sell for \$250, terms; good as new; taken in exchange. M 503.

HELP WANTED

Bindery

YOUNG MAN with thorough knowledge of estimating the varied classes of work done in a complete trade bookbindery. Give full details in first letter as to qualifications, salary expected, etc. **THE BURKHARDT CO.**, 545 Larned street, West, Detroit, Mich.

Composing Room

COMPOSITORS—One of the largest and most progressive firms in Canada doing the highest grade book and color work has openings for an artistic job compositor, also make-up man; we are running open shop, forty-eight hours, pleasant working conditions, and will pay the highest wages to the right men; every opportunity will be given for advancement. To men who are looking for a good steady position with good prospects for the future, this is an exceptional opportunity. Reply, giving full particulars, to M 496.

COMPOSITOR-FOREMAN—High-class man who can design and execute effective printing and manage shop to get production; small, progressive plant doing good work; wages commensurate with ability; steady position. **THE TOPHAM PRINTING CO.**, Saginaw, W. S., Michigan.

WANTED—First-class linotype operators for book and tabular work; high-grade job compositors; experienced stoneman and make-up man; also combination stock man and paper cutter; permanent positions; open shop, 48 hours. **THE R. L. BRYAN COMPANY**, Columbia, S. C.

WANTED—Estimator, layout man or assistant superintendent, thoroughly experienced in one or more of the following lines: job printing, specialty printing, folding box work. Give full information about yourself, experience, salary wanted, and references in first letter. M 569.

MONOTYPER—Combination man, thoroughly experienced on keyboard and caster; good permanent position for man who can qualify. Give age, past experience, former employment, salary expected, etc. **THE McDONALD PRINTING CO.**, 107 Opera place, Cincinnati, Ohio.

COMPOSITOR—Excellent, permanent position for man who can produce high-grade typography. Give age, experience, salary expected, etc. Also send samples of work if possible. **THE McDONALD PRINTING CO.**, 107 Opera place, Cincinnati, Ohio.

WANTED—Non-union A-1 stoneman familiar with patent bases and close register work; must be able to give final O. K. on position; good pay. **FRED L. KIMBALL COMPANY**, Waterloo, Iowa.

WANTED—Stone man for cylinder lockup; high-grade catalog work; open shop; a real job for a man of real ability; none other need apply; Northwestern Ohio. M 533.

"HANDY LAV-OUT SET"—4-page to 64-page; instant, accurate, convenient; postpaid \$1, worth \$100. **BOX 257-I**, Santa Barbara, Cal.

WANTED—Linotype machinist operator; open shop; northwestern Ohio. M 545.

Pressroom

WANTED—First-class pressman, combined cylinder and platen; open shop; \$50 per week of 48 hours; one-man job; must be experienced in color work. **J. S. BARNETT**, Mfg. Stationer, Waco, Texas.

Proofroom

WANTED—Proofreader; open shop. **CASLON PRESS**, Toledo, Ohio.

Sales Manager

PRINTING PRESS SALES MANAGER WANTED—A cylinder press manufacturer of high standing needs an experienced and vigorous sales manager, with progressive ideas, competent to inspire a sales organization, supervise advertising and conduct the general correspondence of an expanding business; state salary required. All communications will be received in strict confidence. M 571.

Solicitor

SALESMEN SELLING PRINTING to sell gummed labels for package addressing as a side-line; 20 per cent commission. **McCOURT LABEL CABINET CO.**, Bradford, Pa.

INSTRUCTION

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way; keyboard and lessons for home study or six weeks at practical school in Toledo at trifling cost. We sell Sinclair's book on mechanism of intertypes and linotypes; whatever machines are in use Bennett's system, in conjunction with Sinclair's book, saves hundreds of dollars; every man connected with Bennett's School is a world-beater. Write for literature of almost unbelievable results obtained through study of Bennett's system. **MILO BENNETT'S INTERTYPE SCHOOL**, Toledo, Ohio.

LINOTYPE INSTRUCTION—Twenty-one Mergenthaler linotypes; established fifteen years; more than 1,000 have attended. Call, write for particulars. **EMPIRE SCHOOL**, 133 East 16th street, New York city.

MISCELLANEOUS

BUY PRINTERS' APRONS and sleevelets of quality. Aprons with special pockets, 27-inch, \$1.00; 36-inch, \$1.25 postpaid. Wear like iron. Sleevelets, shirt sleeve savers, 60c per pair. Satisfaction guaranteed. **HOMEMADE APRON CO.**, D 13, Carpentersville, Ill.

THE "SIMPLEX CUT-MAKING PROCESS" will enable you to make your own cuts at little expense; complete directions for one dollar. **SIMPLEX PROCESS CO.**, Lock Box 475, Haughville Station, Indianapolis, Ind.

DON'T THROW AWAY MATRICES—Smashed toes rebuilt, combination teeth repaired; all matrices thoroughly tested and cleaned; cost 3 to 4 cents per salvaged matrix. **FRANK MONTGOMERY**, Lyons, N. Y.

WANTED—Advertising matter (my imprint) to mail to business men. **G. EDWARD HARRISON**, Printing Agent, Baltimore, Md.

SITUATIONS WANTED

Bindery

STOCKMAN AND PAPER CUTTER, thoroughly familiar with paper values, sizes and grades and all miscellaneous duties of stock and cutting departments in a first-class printing establishment; volume of work permitting, fully capable of handling shipping in connection; I am active, healthy, middle age and married, am considered reliable, with good common practical sense; willing to go anywhere. M 406.

A BINDERY FOREMAN of exceptional ability, having a keen insight of pamphlet, magazine and manifold work, expert on all bindery machinery, and thoroughly familiar with paper stock, would like to hear from some concern with medium or large bindery who has an opening for such a man; one who can show results; union. M 498.

SUPERINTENDENT-FOREMAN big plant, cloth edition man; 20 years in trade, 12 as executive; thoroughly experienced in pamphlet, cloth and extra work, sheets to bound books; highest references; will stand the closest investigation as to competence and character. M 529, care The Inland Printer, New York city.

PROCESS WORK —and Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A.W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

SITUATION WANTED by reliable bindery foreman; an A-1 blank book finisher; forwarder 21 years' experience, 5 as foreman; age 37; non-union; state wages, class of work, equipment quality and advancement opportunity. M 562.

EXPERIENCED STOCK CUTTER wishes to hear from a reliable concern who can offer a steady position. M 449.

Composing Room

MONOTYPE KEYBOARD OPERATOR, with knowledge of caster, shortly emigrating to Canada, would be pleased to communicate with good house with view to engagement on arrival; 9 years' all-around experience; 3,000 ems, knowledge of mechanism. HOWES, 10, East street, Thame, Oxfordshire, England.

COMPOSING ROOM FOREMAN for good reasons desires a change of location; thoroughly competent both as executive and workman; ten years' experience as foreman; age 38; gilt edge references; in reply give particulars; union. M 576.

A-1 STONEMAN AND COMPOSITOR desires position; familiar with line-up, color work, etc., on catalog work; married; non-union; only permanent situation in modern shop considered; state wages. M 577.

Editor

RECENT OWNER of a live stock publication, formerly one of the founders of the department of journalism in a large state university, and holder of an executive position on a metropolitan newspaper, 30 years old, is open for a proposition editing or managing a newspaper. M 574.

Executive

PRINTING EXECUTIVE AND MANAGER—Has extensive business experience and technical training in both large and small plants; can manage office end of business and organize entire plant on efficiency basis; dependable references covering integrity and ability as a high-grade producer and organizer; desires connection in or near Chicago where energy and brains will be given a chance to show what they are worth; well acquainted with Chicago printing field; will be available March 15, but ready to consider proposals now; will not jump at any proposition offered, and will take sufficient time to "sell myself" on the situation and city. Personal interview can be arranged after March 4. M 565.

PRINTING SALES EXECUTIVE—Experienced advertising man who applies advertising service to printing service and produces results; accurate estimator and can lay out work for economical production; good man who wants connection with high-grade concern only. M 568.

Managers and Superintendents

SUPERINTENDENT, MANAGER or business partner; some one can use me to both our advantage: there is some owner of a well-established printing business that needs a reliable right-hand man or an owner that wants to retire and be able to place the business in reliable hands for management; I am 36 years old, high school education, been at the business 18 years; at present general charge of labor, paper buying and supplies, doing business of \$150,000; can estimate; will make change where thoroughness, reliability and hard work are wanted and will be remunerated; can invest. M 578.

PRODUCTION DETAIL MAN, superintendent-foreman, open for immediate connection with reliable firm; middle age; no labor union affiliation; practical printer, 25 years' active experience; know business thoroughly; capable of training men and molding enthusiastic organization; unusual qualifications as estimator and in cost system operation; a hard, fast worker who means business all the time; can get big volume of work through plant; go anywhere. M 510.

MANAGER-SUPERINTENDENT who knows every branch of the printing business from practical and executive experience during the past twenty-five years desires to make a change; now managing printing and lithographing plant doing high-grade catalogue printing and offset color-work; thoroughly familiar with the buying and selling end of the business; also experienced in offset lithography; can furnish first-class references as to character and ability. M 566.

SUPERINTENDENT-FOREMAN—Capable executive, efficient and systematic; pleasant and agreeable; know details of all branches of printing; best of references as to character and integrity; private plant preferred. M 572.

Newspaper

NEWSPAPER MAN, many years' experience, wants management or part ownership good weekly or daily in small U. S. city where clean, legitimate work will pay. M 559.

Pressroom

JOB PRESSMAN—Have had eight years' experience on best two and three color and half-tone work; married; understand handling help. JOB PRESSMAN, P. O. Box 412, Des Moines, Iowa.

WANTED TO PURCHASE

PRINTING MACHINES WANTED, new, rotary two-color, for producing first-class printed bread wrappers; must be complete with casting box, etc.; state full particulars and location for inspection. M 560.

FOR CASH a secondhand Thompson Type Caster in perfect condition. Write if complete with motor, molds, lead and rule attachment and list of matrices. "EL INFORMADOR," Guadalajara, Mexico.

WE WILL BUY for cash Kelly press and latest model Miller Automatic feeder, either with job press or without. Give full particulars, condition, age, price. M 563.

WANTED—Platen press about 14 by 22, Colts Armory or equal make; must have first-class ink distribution and be in good shape; name best price to M 567.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 41-43 Ellsworth avenue, S. W., Grand Rapids, Mich.

WANTED FOR CASH Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal street, Chicago.

BUSINESS DIRECTORY

Advertising Service

PRINTERS—One way to convince your customers that Direct-Advertising pays is to use some of it yourself; blotters, letters, envelope enclosures desired and written to increase your business. HOWARD HANNEGAN Advertising Service for Printers, 2003 Lamont avenue, McKeesport, Pa.

Bookbinders' Machinery

LATHAM MACHINERY CO., 1153 Fulton street, Chicago; 45 Lafayette street, New York; 531 Atlantic avenue, Boston.

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city. Large stock on hand.

Brass Type Founders

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city. Large stock.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Brass Dies for Stamping and Embossing

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city.

Calendar Pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert avenue, Cincinnati, Ohio, makes calendar pads for 1923; now ready for shipment; the best and cheapest on the market; write for sample books and prices.

Chase Manufacturers

BARNHART BROTHERS & SPINDLER—Electric welded silver gloss steel chases; guaranteed forever. See Typefounders.

Counting Machines

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Cylinder Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre street, New York. Electric and gas heaters, with automatic cut-offs, for all styles of presses. "Be a hot printer."

Electrotypers' and Stereotypers' Machinery

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn street.

Embossing Composition

STEWART'S EMBOSSEING BOARD—Easy to use, hardens like iron; 6 by 9 inches, 12 for \$1.25 postpaid. **THE INLAND PRINTER COMPANY**, Chicago.

Engraving Methods

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

Job Printing Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Our Latest Model No. 4

Gas heated complete, with motor cooling space, etc., \$125.00

Electrically heated, \$10 additional.

Embossing or Engraving Compounds, per lb. \$2.50

EMBOSSOGRAPHY

The art of producing the Patented, absolute Flexible and Permanent, can't crack off or scratch off embossed or Engraved effects, without the use of dies or plates, any color, also Gold and Silver, as fast as ordinary Printing. DON'T BUY A TOY OUTFIT, AND EXPECT SUCCESS.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc., 251 William St., New York City

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Motors and Accessories for Printing Machinery

SPRAGUE ELECTRIC WORKS, 527 W. 34th street, New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers

UTILITY HEATER CO., 239 Centre street, New York. Electric and gas machines that stop offset and electric troubles, quick-dry ink; safe for all presses.

Numbering Machines

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Paging and Numbering Machines

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Paper Cutters

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Perforators

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Photoengravers' Machinery and Supplies

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

Photoengravers' Supplies

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn street.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printers' Rollers and Roller Composition

BINGHAM'S SAM'L, SON MFG. CO., 636-704 Sherman street, Chicago; also 514-518 Clark avenue, St. Louis; 88-90 S. 13th street, Pittsburgh; 706-708 Baltimore avenue, Kansas City; 40-42 Peters street, Atlanta, Ga.; 151-153 Kentucky avenue, Indianapolis; 1306-1308 Patterson avenue, Dallas, Tex.; 719-721 Fourth street, S., Minneapolis, Minn.; 609-611 Chestnut street, Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d street, Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase street, Boston 9, Mass. Established 1859.

Printers' Supplies

BARNHART BROTHERS & SPINDLER—See Typefounders.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

G. E. REINHARDT, Leipzig-Connewitz 138, Germany.

Printing Machinery, Rebuilt

BARNHART BROTHERS & SPINDLER—See Typefounders.

Printing Material

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Punching Machines

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Roughing Machines

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Ruling Machines

G. E. REINHARDT, late Förste & Tromm, Leipzig-Connewitz 138, Germany.

Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work; matrices are molded in a job press on special matrix boards; the easiest of all stereotyping processes; plates sharp as electros. COLD SIMPLEX STEREOTYPING—A brush-molding process; level plates with no concave faces on type or cuts; quick and inexpensive process. Note this: Matrices made by either process are deep enough for rubber stamp work. Send stamps for literature. Sample matrices ten cents each. HENRY KAHS, 240 East 33d street, New York.

Tags

MR. PRINTER—Send TAG inquiries and orders to THE DENNEY TAG COMPANY, Inc., West Chester, Pa., for quick service. Anything in blank or printed, regular or special tags, at lowest trade prices.

Typefounders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 557 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 376 Donald st.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

EMPIRE TYPE FOUNDRY (Est. 1894), makers Wood Type, Metal Type, Reglet and Cutting Sticks. Buffalo, N. Y., Delavan, N. Y.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress street, Boston. 535-547 Pearl street, cor. Elm, New York.

Wire Stitchers

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, $\frac{1}{4}$ to 1 inch inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Wood Goods

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Wood Type

EASTERN BRASS & WOOD TYPE CO., 114 E. 13th street, New York city.

EVERY PRINTER SHOULD HAVE THIS \$1

ADVERTISING HANDBOOK

413 PAGES
148 ILLUSTRATIONS

Contents—How to write advertisements. Type. Layouts. Engravings. Electrotypes. Follow-up. Sales Letters. Trade-mark Law, etc. Money back if desired.

INTERNATIONAL CORRESPONDENCE SCHOOLS, Box 7714, Scranton, Pennsylvania

THE AUTOPRESS Automatic Cylinder Printing Press

Latest Model includes many improvements. Speed, 5,000 Impressions an Hour.

STURDY CONSTRUCTION FINE INK DISTRIBUTION

LOW OPERATOR HIRE SMALL RUNNING COST

Hundreds of Users Everywhere. Write for Booklet.

THE MASTER MACHINES CORPORATION, 110-112 W. 40th St., New York

Vibrators for Gordon Presses

A guaranteed distributor without gears, cogs, springs or internal mechanism; works with all automatic feeders; all sizes; \$15 to \$20; write for free trial offer.

ACME MULTI-COLOR CO., 914 Grand Ave., Kansas City

Copy Writers—It Pays to Advertise

IF YOU DON'T PAY TOO MUCH!

Glad to help with your Letters, Advertising and Newspaper Copy.

Country Syndicate Advertising. 202 N. Y. Papers, one inch, \$25.00.

Lawrence Frederick Deutzman, 507 Fifth Ave., New York City

Membership Certificates

For Churches, Clubs, Lodges, etc. To be completed by Printing or Lithographing.

ALBERT B. KING & CO., Inc., Dept. I. P.

MAKERS OF PRINTERS' HELPS,

45 Warren Street

New York, N. Y.

Try This Rugged Cover for Well- Printed Catalogs

You feel safe when your fine catalogs are enclosed in PENINSULAR-GIBRALTAR COVER. You know that this long-wearing stock will carry your book anywhere — will keep it presentable while traveling — and will preserve its impressive appearance after long, hard wear.

For this sheet is made purposely to withstand hard knocks though it is produced in very attractive ripple finishes, as well as antique and crash weaves.

These responsible paper merchants can show you the wide range of colors, finishes and weights and can help you select the particular sheet that fits your needs. Careful buyers ask for

GIBRALTAR COVER

Gibraltar Agents Are:

HUDSON VALLEY PAPER COMPANY..... Albany, N. Y.
B. F. BOND PAPER COMPANY..... Baltimore
STONE & ANDREW, Inc..... Boston
BRADNER SMITH & COMPANY..... Chicago
CHOPE-STEVENS PAPER COMPANY..... Detroit
PEYTON PAPER COMPANY..... Duluth
DWIGHT BROS. PAPER COMPANY..... Grand Rapids, Mich.
BERMINGHAM & PROSSER COMPANY..... Kalamazoo, Mich.
MISSOURI-INTERSTATE PAPER COMPANY..... Kansas City, Mo.
THE PAPER SUPPLY COMPANY..... Minneapolis
J. E. LINDE PAPER COMPANY..... Newark, N. J.
J. E. LINDE PAPER COMPANY..... New York City
A. S. DATZ & SON..... Philadelphia
IRWIN PAPER COMPANY..... Quincy, Ill.
M. J. EARLE..... Reading, Pa.
R. M. MYERS & COMPANY..... Rochester, N. Y.
MISSISSIPPI VALLEY PAPER COMPANY..... St. Louis
ST. LOUIS PAPER COMPANY..... St. Louis
ALLING PAPER COMPANY..... San Antonio, Texas
STANDARD PAPER COMPANY..... Tacoma
CENTRAL TOPEKA PAPER COMPANY..... Topeka
B. F. BOND PAPER COMPANY..... Washington
McFARLANE, SON & HODGSON, Ltd..... Montreal
THE LINDENMEYER & JOHNSON PAPER CO., Ltd.
London, England

Peninsular Paper Co.

YPSILANTI, MICH.
Makers of Uncommon Cover Papers



Home of the
GLOBE
ENGRAVING &
ELECTROTYPE
COMPANY

DESIGNING
RETOUCHING
HALFTONES
ZINC ETCHINGS
COLOR PLATES
WAX & WOOD
ENGRAVINGS
LEAD MOULD
NICKEL-STEEL
ELECTROTYPES

701-721 S. DEARBORN ST., CHICAGO
Telephones, HARRISON 5260-5261-5262 All Departments

SYSTEMS

The Loft-Dried **BOND** *at the*
Rag-Content Paper *Reasonable Price*

MANY advertisers, probably including some of *your* customers, are in the habit of using one grade of paper for their regular correspondence, and another and cheaper grade for their processed sales letters, particularly where large quantities are used. Their "regular" letterheads they figure are too expensive for form letters, while the "form" letterheads are not good enough for office correspondence.

Whenever and wherever you find this condition, you have also found



an opportunity to add to your reputation for service by suggesting the use of Systems Bond for *both* kinds of letters.

By printing on Systems Bond you can produce and deliver letterheads that will compare favorably with the best that your customers are likely to have used for their correspondence, and at the same time, without sacrificing your own profit, you can bill them at a price that will make them sufficiently economical for form letter use. Try it.

EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

SYSTEMS BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Corporation
ATLANTA—Sloan Paper Company
BALTIMORE—Baltimore Paper Company, Inc.
BOSTON—Carter, Rice & Co., Corp.
The A. Storrs & Bement Company
BUFFALO—The Disher Paper Company
CHICAGO—Swigart Paper Company
The Paper Mills Company
CINCINNATI—The Chatfield & Woods Company
CLEVELAND—The Union Paper & Twine Company
DES MOINES—Pratt Paper Company
DETROIT—The Union Paper & Twine Company
HARRISBURG—Donaldson Paper Company
KANSAS CITY—Benedict Paper Company

LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Company
MILWAUKEE—E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Company
NASHVILLE—Clements Paper Company
NEWARK—J. E. Linde Paper Company
NEW HAVEN—The A. Storrs & Bement Company
NEW YORK—J. E. Linde Paper Company
Miller & Wright Paper Company
OMAHA—Carpenter Paper Company
PHILADELPHIA—A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH—General Paper & Cordage Company
PORTLAND, ME.—C. H. Robinson Company
PORTLAND, ORE.—Blake, McFall Company

QUINCY, ILLINOIS—Irwin Paper Company
RICHMOND—Virginia Paper Company
ROCHESTER—Geo. E. Doyle Paper Co.
SALT LAKE CITY—Carpenter Paper Co. of Utah
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Company
SPOKANE—Spokane Paper & Stationery Company
SPRINGFIELD, MASS.—The Paper House of N. E.
ST. LOUIS—Beacon Paper Company
ST. PAUL—E. J. Stilwell Paper Company
TACOMA—Tacoma Paper & Stationery Company
WASHINGTON—Virginia Paper Company
R. P. Andrews Paper Company
WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., 60 Pearl St., New York—South America, Mexico and West Indies; W. C. Powers Company, Ltd., London—England and Continental Europe; J. L. N. Smythe, Philadelphia—Australasia and New Zealand; J. P. Heilbronn, MANILA, P. I.—Japan, China and Philippine Islands
ENVELOPES—United States Envelope Company, Springfield, Mass.

Loft-Dried

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building

ATLANTIC

The "Eastern"
BOND *with the "Rag"*
Sulphite *appearance*

PICKING up a sheet of Atlantic Bond for the first time, you would probably not think of it as a "sulphite" paper—so white it is, so clean, so attractive in surface and texture. Nevertheless, it *is* a sulphite sheet. It contains sulphite pulp and nothing else.

The paper is exceptional because the pulp is exceptional. It is made of selected spruce logs from our own forests, bleached with chemicals of our own manufacture, and delivered



to the paper machines direct from our own pulp mill. Such pulp ought to make good paper—and it does. The economies incidental to our control of all raw materials and manufacturing processes, moreover, enable us to sell Atlantic Bond at a price that is by no means the least of its attractions.

Made in White and nine attractive colors—Pink, Blue, Green, Buff, Canary, Goldenrod, Russet, Salmon and Gray. Sample book on request.

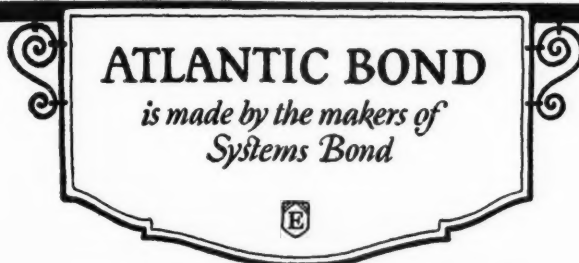
EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

ATLANTIC BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Corp.
ATLANTA—Sloan Paper Co.
BALTIMORE—Baltimore Paper Co., Inc.
BOSTON—Von Olker-Snell Paper Co.
BRIDGEPORT—The Gorton Co.
BUFFALO—The Disher Paper Co.
CHICAGO—La Salle Paper Co.
CLEVELAND—Millcraft Paper Co.
DETROIT—Paper House of Michigan
JACKSONVILLE—H. & W. B. Drew
LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Co.
MANILA, P. I.—J. P. Heilbronn Co.
MINNEAPOLIS—Minneapolis Paper Co.

NEW YORK CITY—Miller & Wright Paper Co.
Sutphin Paper Co.
PHILADELPHIA—Molten Paper Co.
PITTSBURGH—General Paper & Cordage Co.
PORTLAND, ORE.—Blake, McFall Co.
RICHMOND—Southern Paper Co.
ROCHESTER—The George E. Doyle Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
ST. LOUIS—Acme Paper Co.
ST. PAUL—E. J. Stilwell Paper Co.
SEATTLE—American Paper Co.
SPOKANE—Spokane Paper & Stationery Co.
TACOMA—Tacoma Paper & Stationery Co.
WINNIPEG, CANADA—The Barkwell Paper Co.

EXPORT—A. M. Capen's Sons, Inc., 60 Pearl Street, New York, Mexico and So. America; W. C. Powers Co., Ltd., London, Eng., Continental Europe; J. L. N. Smythe Co., Philadelphia, Australasia and New Zealand.
ENVELOPES—U. S. Envelope Co., Springfield, Mass.



Please Mention THE INLAND PRINTER When Writing to Advertisers.



The Influence of the Letterhead

is the title of our latest booklet. It is unique in its conception and a most instructive and interesting treatise.

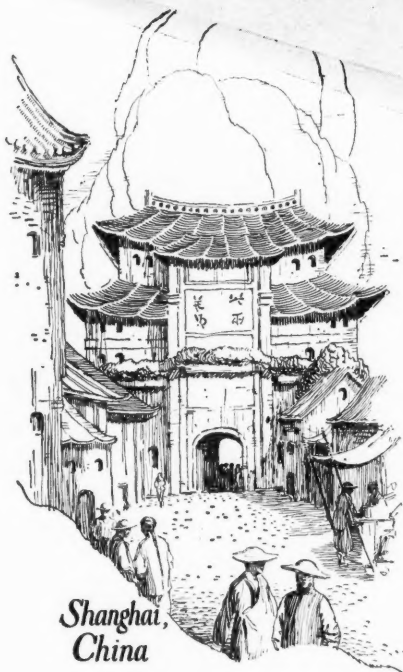
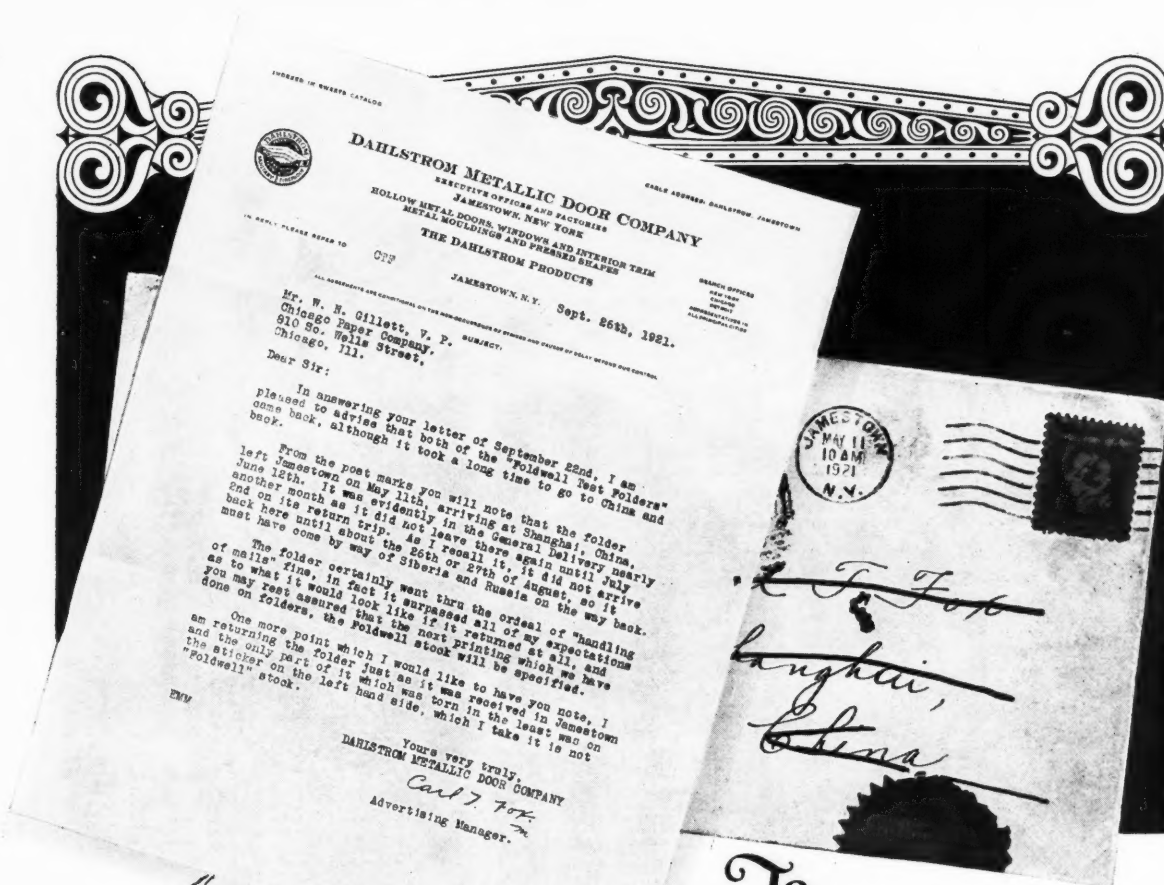
This booklet is devoted especially to business letterheads and covers the subject thoroughly. One of the striking features is the use for illustrations of miniature letterheads, most of them of nationally known concerns. These specimens furnish a valuable study for the printer, lithographer, stationer, and engraver.

Write us on your present letterhead and we will gladly send you a copy, without placing you under the slightest obligation.

Hampshire Paper Company

Makers of Old Hampshire Bond

SOUTH HADLEY FALLS, MASS.



Shanghai,
China

The letter here reproduced tells of the Foldwell folder sent by the Dahlstrom Metallic Door Company to Shanghai. It is an interesting story of a romantic trip.

To Shanghai and back through Siberia and Russia

THE FOLDWELL folder here pictured is the very one that made this trip without a crack or break. Thousands of these broadsides were sent to all parts of the world on the famous Travel Test. Invariably they returned safe and sound.

Of all coated papers, Foldwell is the only one capable of such performance; for Foldwell is the only paper in which perfect folding quality is combined with fine printing surface.

You can depend on Foldwell to preserve the beauty and force of your printed pieces. Do you want to examine samples? We will gladly send them.

CHICAGO PAPER COMPANY, Manufacturers
Desk 3, 818 South Wells Street, Chicago

Nationally Distributed

Coated Book Paper
Coated Cover Paper
Coated Writing Paper





EACH GRADE IS GUARANTEED TO SATISFY
 ■■■■■ THE USER TO BE THE JUDGE ■■■■■

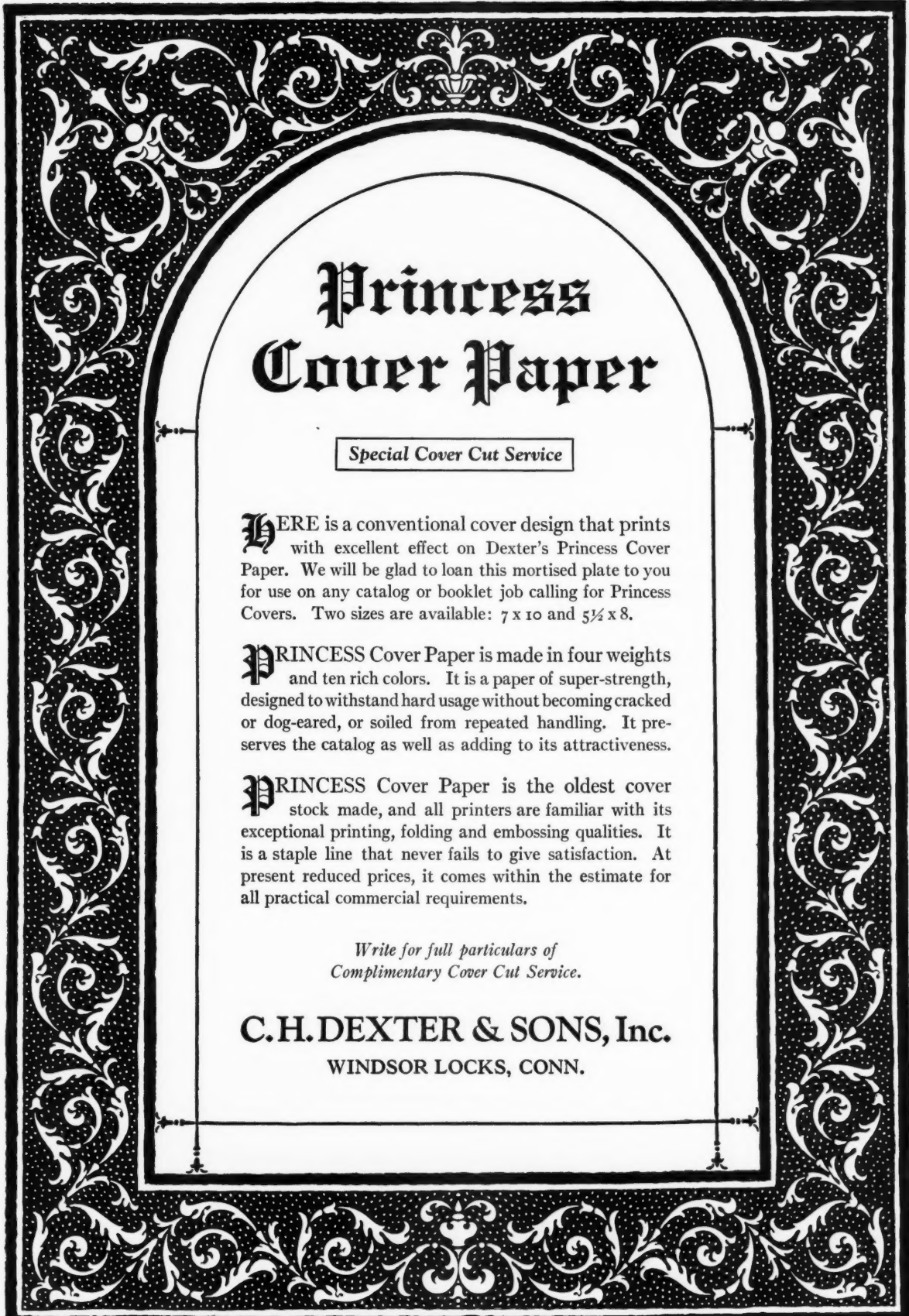
DISTRIBUTORS

APPLETON, WIS.....	Woelz Bros.	NEW YORK CITY.....	J. E. Linde Paper Co.
BALTIMORE, MD.....	B. F. Bond Paper Co.	NEW YORK CITY.....	H. P. Andrews Paper Co.
BUFFALO, N. Y.....	Holland Paper Co.	NEWARK, N. J.....	J. E. Linde Paper Co.
CINCINNATI, OHIO.....	Chatfield & Woods Co.	OMAHA, NEB.....	Carpenter Paper Co.
CLEVELAND, OHIO.....	Union Paper & Twine Co.	PORTLAND, ORE.....	Blake McFall Co.
CHICAGO, ILL.....	Chicago Paper Co.	PHILADELPHIA, PA.....	Garrett Buchanan Co.
DETROIT, MICH.....	Chope Stevens Paper Co.	PITTSBURGH, PA.....	Chatfield & Woods Co.
DES MOINES, IOWA.....	Carpenter Paper Co.	RICHMOND, VA.....	Eppe-Fitzgerald Paper Co.
GREAT FALLS, MONT.....	Great Falls Paper Co.	ST. LOUIS, MO.....	Acme Paper Co.
HARRISBURG, PA.....	Johnston Paper Co.	SEATTLE, WASH.....	American Paper Co.
ITHACA, N. Y.....	T. G. Miller & Sons Paper Co.	SPRINGFIELD, MO.....	Springfield Paper Co.
JACKSONVILLE, FLA.....	Drew's Wholesale Paper House	ST. PAUL, MINN.....	Wright Barrett & Stilwell Co.
LANSING, MICH.....	Dudley Paper Co.	TACOMA, WASH.....	Tacoma Paper & Stationery Co.
MILWAUKEE, WIS.....	Standard Paper Co.	TOLEDO, OHIO.....	Blade Ptg. & Paper Co.
MILWAUKEE, WIS.....	E. A. Bouer Co.	WASHINGTON, D. C.....	B. F. Bond Paper Co.
NEW YORK CITY... EXPORT—	Maurice O'Meara Co.	BUFFALO, N. Y.....	Buffalo Envelope Co.
		WORCESTER, MASS.....	United States Envelope Co.

NEENAH PAPER COMPANY

LOFT DRIED BONDS AND LEDGERS ONLY

NEENAH, WISCONSIN



Princess Cover Paper

Special Cover Cut Service

THERE is a conventional cover design that prints with excellent effect on Dexter's Princess Cover Paper. We will be glad to loan this mortised plate to you for use on any catalog or booklet job calling for Princess Covers. Two sizes are available: 7 x 10 and 5½ x 8.

PRINCESS Cover Paper is made in four weights and ten rich colors. It is a paper of super-strength, designed to withstand hard usage without becoming cracked or dog-eared, or soiled from repeated handling. It preserves the catalog as well as adding to its attractiveness.

PRINCESS Cover Paper is the oldest cover stock made, and all printers are familiar with its exceptional printing, folding and embossing qualities. It is a staple line that never fails to give satisfaction. At present reduced prices, it comes within the estimate for all practical commercial requirements.

*Write for full particulars of
Complimentary Cover Cut Service.*

C.H. DEXTER & SONS, Inc.
WINDSOR LOCKS, CONN.



Coöperation



¶ To bring printer and consumer into friendly coöperation is the aim of the American Writing Paper Company.

¶ How best to do it? Surely by putting ideas before each that, acted upon, *mutually* benefit.

¶ In furtherance of that ideal, printers and consumers alike will, it is believed, be interested in a set of twelve inspirational booklets which are to be distributed to business men through Local U. T. A. Associations; eight of these booklets prepared to date are:

PRINT IT—MAIL IT

Ideas come in flashes—catch them or they go. Put them down; put them into print; put them into the mails.

THE BOOKLET—*King of Sales Media*

With the *WHY* fully explained. The problem of *selling* relates far more closely to the booklet than most business men realize.

IDOLS OF BUSINESS

"IDOL: A cause or source of error; misleading habit of conception or reasoning."—Standard Dictionary

THE MASTER SALESMAN

"If that confidence which alone makes good buying is started by skillful advertising, another obstacle is taken out of the way of the selling man."

PRINTED SALESMANSHIP

Largely the product of the printing press in contradis-

tinction to the periodical press, with the *WHY* and *WHEREFORE* explained.

THE FOLLOW-UP

Some men miss its philosophy—it is simply intensive sales development, making two buyers where one existed before:

THE COMPETITIVE STRUGGLE

Demonstrating one of the most effective and honorable ways out of an oppressive or unfair competitive situation.

PUBLICITY SIDELIGHTS

Containing: The Psychology of Change. Keeping Selling Streams Freshened. Judging Booklet Values. Versatility in Business. The Work of Interrogation. The Failure Check. How the Public Rates You. Mail-Order Business vs. Direct-Mail Activities.

¶ These booklets, helping the business man to *sell*, as naturally and as automatically teach him *how to buy*. Here the printer who sympathetically catches the business viewpoint elucidated can be of wonderful assistance to the men they are designed to help. To carry printer coöperation further, the following additional brochures are placed simultaneously at the service of PRINTERS, explaining, logically and scientifically, the Laws of the How of SELLING SUCCESS with PRINTED MEDIA:

1. Advertising—Personal Salesmanship—Printed Salesmanship—with their Limitations and Relations.
2. Traps of the Advertising Situation.
3. The Framework of the Sales Message.
4. The Selling Links of the Selling Chain.
5. Written Salesmanship.
6. Causation in Buying.
7. The Great Selling Magnet to which Humanity Moves.
8. The Woof and Warp of *Printed Salesmanship*.

¶ If through this series of booklets we can bring user and producer of SELLING VEHICLES into a spirit of contagious enthusiasm, the RESULT will be greater business, greater profit, and greater prestige for BOTH. In that spirit the American Writing Paper Company approaches the task, and it will be at once honored and privileged if, in that spirit and atmosphere, it views its completion. The entire series is from the pen of a nationally known specialist on Printed Salesmanship.

If your local Typotheta has not yet made arrangements for coöperation in this campaign, write the

AMERICAN WRITING PAPER COMPANY SERVICE DEPARTMENT

JOSEPH A. BORDEN, *Director*

10 SOUTH LA SALLE STREET, CHICAGO, ILL.



A Distinctive Coated Paper

ALWAYS ATTRACTS ATTENTION

IF YOU could see a page and the general layout of the catalogue issued by the GRAND RAPIDS SHOW CASE COMPANY of Grand Rapids, Michigan, you would think you had a book of engravings. The great beauty of the catalogue is due not only to the fine printing, but also the fact that DEJONGE *Art Mat*, a distinctive coated paper, was used.

"Ideal work can only be produced under conditions which favor the production of a quality product."

The GRAND RAPIDS SHOW CASE COMPANY practice this belief in their catalogue: *They wrote it in describing the working conditions in their factory. They chose DEJONGE Art Mat for their catalogue, and the result is a book that stands out among catalogues, eloquent in its distinction.*

DEJONGE *Art Mat*, the dull-coated paper with a finish like ivory, presents photographs faithfully. It slights no detail. It lends itself completely to artistic make-up and thoughtful printing. Uniform throughout the run on both sides of the sheet, it is as satisfying for the printer to work on, as it is delightful for the reader to see and to touch.

Send for "First Impressions." *It shows you the beautiful printing qualities of DEJONGE Art Mat. Please send us samples of your best work on DEJONGE Art Mat for our exhibit.*

DISTRIBUTORS

LOUIS DEJONGE & CO.

MANUFACTURERS

CHICAGO

NEW YORK

PHILADELPHIA

WHITAKER PAPER Co., Cincinnati and all divisions ZELLERBACH PAPER Co., San Francisco and all divisions



Mechanics Building — 105,000 Feet of Floor Space.

The Craftsmen Hand You This Great Opportunity

Free Service to Exhibitors

Payment for exhibit space includes
without further charge the
following service:

Porters	Pages
Watchmen	Desk
Chairs	Railings
Floor Covering	
Booth Signs	
Adequate Storage	
Hall Decorations	
Correspondence Booth	
Stenography and	
Mailing Service	
Supply of Admission	
Tickets	
General Telephones	

"B" in Boston
Aug. 28-Sept. 2

SUPERINTENDENTS and foremen, the ones who buy or are consulted on all purchases, and who are personally responsible for operating results, will be at the Boston Exposition. They will be there to meet you and see and talk about your products. Can you afford to miss this chance to get the undivided attention of such men?

How much more effective future calls of your salesmen will be with the closer acquaintanceship and practical demonstrations as a background.

No greater economy in selling your goods has ever been available, as more prospects will be present every day than any representative could visit in a year. You should send in your application for space immediately.

Boston Graphic Arts Exposition

AUGUST 28-SEPTEMBER 2, 1922

Address all communications to

BOSTON GRAPHIC ARTS EXPOSITION, Incorporated

908-909 Rice Building, 10 High St., Boston, Mass.

BARGAINS IN PAPER

We are the Sole Distributors of the odd lots, overruns, and seconds of forty-eight paper mills.

We mail WEEKLY actual samples of stock for sale with prices printed on sample to 5,000 printers.

These lots consist of Book Papers, Bonds, Ledgers, Card Boards, etc.

They are priced at from 25 to 30 per cent less than market prices.

*A postal will put you on
our mailing list.*

Sabin Robbins Paper Co.

ESTABLISHED 1885

Forty-six years of recognized Square Dealing

MIDDLETOWN, OHIO

Rouse Products

are used wherever efficiency is the chief consideration in the printing plant.

THAT is why Rouse cost cutting tools for printers are to be found in the largest and best equipped printing plants in America. All printers' supply houses sell and recommend them.

The **Rouse Saw-Miterer** is designed to saw and miter metal borders and rules at one operation. It saws and miters at all useful angles, including right angles. The saw is fed down through the work by foot pressure, leaving both hands free to handle the rule. The machine is completely equipped and wired. It can be connected with any lighting socket. The Rouse Saw-Miterer will quickly pay for itself in any shop where the "non-distribution" system is used.

Write for illustrated circulars describing the complete line of Rouse Products. Every article is designed to fit an actual need in the printing plant.

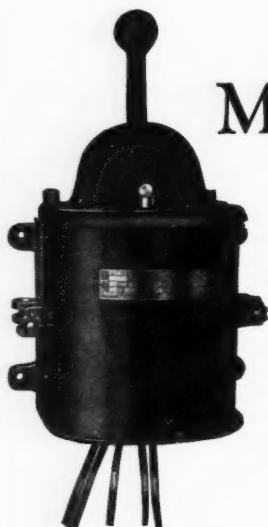
H. B. ROUSE & COMPANY

2214 Ward Street, Chicago



THE ROUSE SAW-MITERER

KIMBLE Master Unit Control



THE MASTER UNIT

DOES MANY USEFUL THINGS
Among them, these:

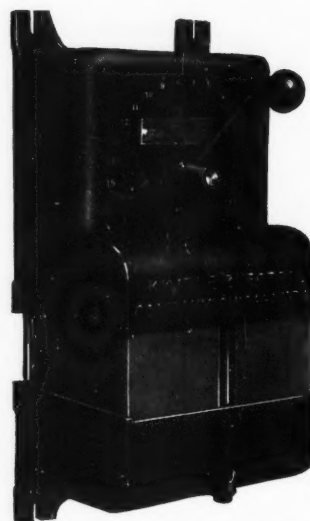
1. Prevents accidents.
2. Increases output.
3. Reduces spoilage.
4. Reduces idle stand-by time.
5. Conserves power.

It does all these things by placing the control of press operation—starting, stopping and speed—in the hands of a responsible executive.

*Let us explain in detail.
Send for Bulletin.*

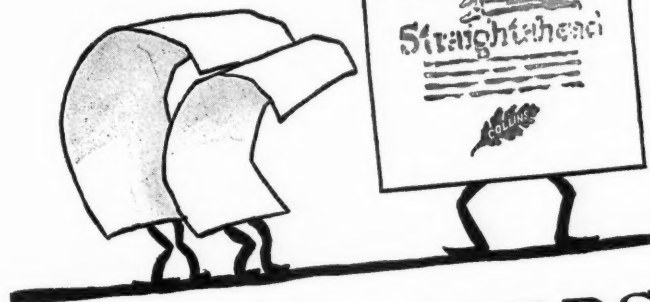
Send for
Bulletin No. A 30.

KIMBLE ELECTRIC COMPANY
635 N. Western Ave., Chicago, Ill.



THE DIAL SPEED REGULATOR

A short life and
a sagging one—
Or a long life and
a RIGID one—



DISPLAY CARDS

Display cards, to be effective and lasting, must stand rigidly at an angle of 60 degrees. Only a very particular grade of Cardboard can do it.

Ultrafine
Litho TRADE MARK **Blank**
Ten-ply Collins Ultrafine Litho Blank
coated two sides meets the test.

Built up—layer upon layer of pure ground wood pulp further stiffened by much pasting, it closely approximates the wood itself.

Its famous Ultrafine Coating gives a surface suitable for the finest four-color or lithographic work.

The grain runs right for sheet sizes—7 x 11, 11 x 14, 14 x 22.

Write for demonstration samples and further information.

A. M. COLLINS MANUFACTURING COMPANY
226-240 Columbia Avenue, Philadelphia, Penna.

Makers of Collins Oak Leaf Brand Cardboards and Cover Papers

Whitaker's Retail Price List

A Statement to the Printing and Paper Trades

Endorsed and Certified by

ALBERT W. FINLAY, *Boston*
WILLIAM JOHN EYNON, *Washington*
G. F. KALKHOFF, *New York*
JOSEPH FLEMING, *New York*
GEORGE K. HORN, *Baltimore*

WILLIAM GREEN, *New York*
J. LINTON ENGLE, *Philadelphia*
E. F. EILERT, *New York*
WILLIAM SHARPLESS, *Philadelphia*
W. V. PARSHALL, *Detroit*

THE Whitaker Paper Company has issued a Standard Retail Price List in the Cities of New York, Philadelphia, Washington, Baltimore, St. Paul and Minneapolis, in the entire State of Michigan and in the New England Cities of Boston, Haverhill, Worcester, Springfield, Hartford, Bridgeport, New Haven, Providence and Portland.

All prices shown in this list, whether for advertised "mill brands" (designated in the catalog by the trade-marks of the mills that make them) or whether the more highly competitive tonnage items (sold under the Whitaker names, water-marks and labels) are listed on the basis suggested by the United Typothetae of America for resale by printers to their customers. They include a legitimate profit for the printer.

In this respect the Whitaker Retail Price List differs from the net list generally used by paper merchants throughout the country. The net list includes the merchant's profit over and above the price paid by the merchant to the mill, but it does not insure a profit to the printer.

Ordinarily the "suggested resale prices" on mill brands are the prices which the mills suggest for the merchants to resell these brands

to the printers. The Whitaker Retail List shows the prices suggested for the printer to resell to the consumer. The purpose of the Whitaker Resale Price List is to extend the same protection to printers as the mill accords to the jobber.

This method of pricing fine papers is not original with The Whitaker Paper Company nor was the issuance of the retail price list initiated by or at the suggestion of The Whitaker Paper Company. The United Typothetae of America, first through its Trades Matter Committee and later by unanimous action of the membership at the national convention in Toronto, in October, 1921, declared itself in favor of the retail list as the proper method of pricing fine papers and requested the adoption of this method wherever the local printing industry should record itself as favoring it and as prepared to support it. This action was in accordance with a supporting resolution of the National Paper Trade Association officially adopted some years ago.

In the cities above named the printers, both through resolutions of their local Typothetae units and as individuals, have given unqualified expression to their desire for the retail

price list and of their intention to support it with their purchases.

The National Paper Trade Association has gone on record as opposed to the retail price list and has notified its members that they, as individuals, may not and must not yield to this demand from the printers or even meet with them to discuss it. Measures have been taken with paper manufacturers to enlist their support in opposition to the retail price list. In some cases merchants who had declared their intention of issuing retail lists are said to have felt this pressure and either dodged the issue or declined to redeem their

promises. The issue is now clearly drawn between the United Typothetae of America and the National Paper Trade Association. *The outcome rests with the individual printer.* If the printers do not support the merchants who have granted their demand for the retail price list, the printing industry may as well haul down

its colors and take orders from that small group of men who dominate the paper merchants' association. Not only will the Retail Price List be gone forever, but with it will go the self-respect and the independence of the organized printing industry.

Resolution

passed by the Secretary-Managers Association of the United Typothetae of America at Indianapolis January 24, 1922.

Whereas, we believe the so called long or retail price list, to be the correct method of pricing fine papers, therefore be it resolved, that we go on record as favoring the universal adoption of the long price list, and pledge ourselves to do everything in our power to bring about its adoption by our respective organizations.

The Whitaker Paper Company is on record and it has nothing to retract or to qualify. This company will stay with the retail price list wherever they have already introduced it. Their policy with reference to extensions of all retail lists in other markets will be determined by the same consideration as in the past. If the united printing in-

dustry wins this contest for the retail price list the victory will be to the glory of the individual members of the industry and the benefits resulting from their victory will become the permanent heritage of the entire industry, including the manufacturers and the merchants of paper.

If the Printers Weaken—

but of that there need be no fear, for the history of the United Typothetae of America does not record one instance of broken faith.

THE WHITAKER PAPER COMPANY

A. L. WHITAKER, President

BRYANT VENABLE, Secretary

Practically all the wholesale paper merchants in Detroit sell from Retail Price Lists as do a number of progressive dealers in St. Paul, Philadelphia, Washington and New York

WIGGINS
Peerless **CARDS**
Book Form

Big Profits for You in These Cards

Printers are making good profits selling Wiggins Peerless Book Form Cards. Wiggins Cards are sure to satisfy your customers—and bring more orders for high grade printing. They detach smoothly and are always neat, unsoiled and economical. Scored cards are supplied in blank form to be printed in your own plant. Our lever binder case permits these cards to be carried firm in place without delay and expense of binding.

Write today for samples and prices.

THE JOHN B. WIGGINS CO.
Engravers, Plate Printers, Die Embossers
1101 So. Wabash Ave., Chicago, Illinois

HOYT

Superior Type Metals

Hoyt Faultless Linotype Metal
Hoyt N. P. Stereotype Metal
Hoyt Combination Linotype and Stereotype Metal
Hoyt A X Monotype Metal
Hoyt Standard Electrotpe Metal

All have been made with HOYT thoroughness in HOYT factories since 1874—a guarantee of their high quality. We sell you knowledge and experience with HOYT type metals. Let us solve YOUR problems.

HOYT METAL CO. St. Louis, New York City
Chicago, Detroit



WARNER
Expansion Roller Trucks

Are a necessity for perfect platen press work. They can be expanded or contracted to compensate for the lack of uniformity in the size of composition rollers, and the tires have a flat tread on the press tracks at all diameters.

Warner Expansion Roller Trucks will prevent rollers from slipping, insuring a more even distribution of ink and preventing the rollers being cut by rule forms. The tires are made of special composition rubber unaffected by oil, ink or benzine, and are guaranteed for six months. A set of Warner Expansion Roller Trucks will be sent on thirty days' trial.

Manufactured and sold by

W. H. SLOAN, 438 Irving St., Toledo, O.

New and Rebuilt Machinery

We manufacture Reliance Lever Paper Cutters, Model Ink Fountains for Gordon Presses, Hart Pony Fountains, Gordon Press Web Feeders, Cylinder Press Form Lifts, Special Machinery, Safety Guards for all kinds of Printing Machinery.

We are dealers in Rebuilt Printing Machinery. We take down, move and re-erect printing machinery. We rebuild Printing, Book Binders' and Box Makers' Machinery.

All repair parts for Colt's Armory Presses, Laureate Presses and Chandler and Price Presses carried in stock.

THE PRINTERS' MACHINE WORKS
130-132 S. Clinton St., Chicago

THE WARNER

Friction Drive,
Foot Control,
Variable Speed Motors for Job Presses



A 30-day trial will convince you that we have the best motor on the market. No rheostat or resistance coils, you get any desired speed and can start or stop by simply pressing the foot lever.


$\frac{1}{4}$ H. P. \$60.00
 $\frac{1}{3}$ H. P. \$65.00

These prices are F.O.B. Kalamazoo, Mich.

The above is complete with spring base and foot control, all ready for service. 110-volt, 25 to 60 cycles only. Always state voltage and cycles. We guarantee satisfaction. Write for our booklet on press motors.

WARNER ELECTRIC CO., Kalamazoo, Michigan

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office

We carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.

219 W. MONROE STREET, CHICAGO

KRAUSE

UNIVERSAL MACHINE "YR"

A Little Bindery in itself

WILL DO ROUND CORNERING-PUNCHING-
EYE-LETTERING-THUMB-HOLES-INDEX
CARD CUTS-ANGLE CUTS ETC.

A GOOD AND SMALL INVESTMENT
FOR EVERY PRINTER AND BOOKBINDER.
LARGE STOCK-PROMPT DELIVERY.

HOFFMANN TYPE & ENGRAVING CO.
114-116 E. 13th ST. NEW YORK CITY.

Save on Your Roller Bill

Noe-Egul

The National Cleaner and Type Wash

Toughens the outer surface, giving more weather resistance. Keeps the pores of the rollers open at all times. Prevents rollers sweating.

Does Not Harden or Crack the Rollers
Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio

Numbering Machines
are a good Investment



... The WETTER is a Good one

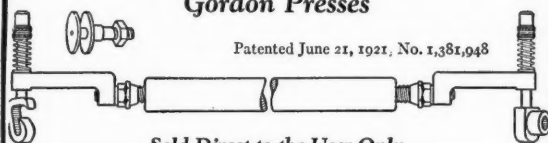
ALL DEALERS
SELL THEM

Reduced 5-Wheel Machine - **\$16.00**
Prices: 6-Wheel Machine - **\$18.00**

Wetter Numbering Machine Co., Atlantic Ave. and Logan St., Brooklyn, N. Y., U. S. A.

VANDERCOOK VIBRATORS

For Chandler & Price
Gordon Presses



Sold Direct to the User Only

Over 300 Chicago printers have found that
they are Efficient—Simple—Troubleproof
—Durable—Inexpensive.

For full information address

The Vandercook Press

Vandercook & Sons

Originators of the Modern Proof Press

452-456 North Ashland Avenue, Chicago, Illinois

Vandercook Nonslip Trucks provide a *practical* way to keep
your form rollers turning.

DID YOU

Receive a copy of our
NEW SAMPLE BOOK?

showing

Mid-States

FLAT

GUMMED PAPERS

It's free for the asking and
decidedly worth having.

Address

Mid-States Gummed Paper Co.

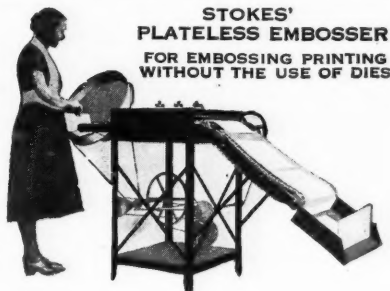
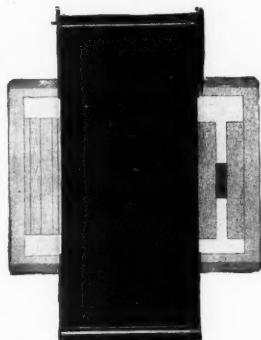
Also manufacturers of

Stick Quick

GUMMED TAPES

2433 SOUTH ROBEY STREET CHICAGO, ILL.

**STOKES'
RIBBON
ATTACHMENT**
FOR
REPRODUCING
TYPEWRITTEN
LETTERS
WITH ANY
PLATEN
PRINTING
PRESS
FITS ANY SIZE
OF PRESS CHASE



**STOKES'
PLATELESS EMBOSSER**
FOR EMBOSsing PRINTING
WITHOUT THE USE OF DIES

MANUFACTURED EXCLUSIVELY BY

THE A. STOKES CO., INC. 4097 E. 74TH STREET
CLEVELAND, O., U. S. A.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

843



Character Counts

"CHARACTER. The sum of qualities or features by which a person or thing is distinguished from others."—Webster.

In persons or in things, character is instantly recognized and it always counts.

Character explains the immediate success that Ranger Cover has enjoyed in the few short months since it was first announced.

Soft, rich background colors, low price and instant availability are concrete reasons why Ranger is a splendid choice for a catalogue, booklet or program cover.

*Leather Feel
Leather Looks
at the
Price of Paper*



Specifications

MEDIUM WEIGHT ONLY

20 x 26 23 x 33

Gray Green Tan
Chocolate

Fifty Prominent Paper Dealers carry "Ranger Cover" in Stock in All Four Colors

CITY	NAME	CITY	NAME	CITY	NAME
ALBANY	Hudson Valley Paper Co.	MINNEAPOLIS	Minneapolis Paper Co.	SEATTLE	American Paper Co.
BALTIMORE	O. F. H. Warner & Co.	NASHVILLE	Clements Paper Co.	SPOKANE	John W. Graham Paper Co.
BOSTON	Carter, Rice & Co.	NEW ORLEANS	E. C. Palmer & Co., Ltd.	SYRACUSE	J. & F. B. Garrett Co.
BOSTON	John Carter & Co.	NEW YORK CITY	Bahrenburg & Co.	ST. LOUIS	Mack-Elliott Paper Co.
BUFFALO	The Alling & Cory Co.	NEW YORK CITY	Beckman Paper & Card Co., Inc.	ST. PAUL	E. J. Stilwell Paper Co.
BUTTE	Butte Paper Co.	NEW YORK CITY	J. E. Linde Paper Co.	TACOMA	Standard Paper Co.
CHICAGO	Berkshire Co.	NEW YORK CITY	Miller & Wright Paper Co.	TOLEDO	Blade Printing & Paper Co.
CHICAGO	Dwight Bros. Paper Co.	OMAHA	Field-Hamilton-Smith Paper Co.	WASHINGTON	O. F. H. Warner & Co.
CINCINNATI	Diem & Wing Paper Co.	PHILADELPHIA	Thomas W. Price Co.	EXPORT	
CLEVELAND	Petrequin Paper Co.	PITTSBURGH	Alling & Cory Co.		
COLUMBUS	Diem & Wing Paper Co.	PORTLAND, ORE.	Blake McFall Co.	Hamilton, Ont.	Buntin, Gillies & Co., Ltd.
DETROIT	Beecher, Peck & Lewis	PROVIDENCE	John Carter & Co.	Toronto, Ont.	Brown Brothers, Ltd.
HOUSTON	Paper Supply Co.	RICHMOND	B. W. Wilson Paper Co.	Montreal, Que.	McFarlane, Son & Hodgson, Ltd.
INDIANAPOLIS	Crescent Paper Co.	ROCHESTER	R. M. Myers & Co.	London, Eng.	Lindenmeyr & Johnson Paper Co., Ltd.
KANSAS CITY	Kansas City Paper House	SALT LAKE CITY	Carpenter Paper Co. of Utah	Cuba and Mexico	J. L. N. Smythe Co., Philadelphia.
LOUISVILLE	Diem & Wing Paper Co.	SAN ANTONIO	San Antonio Paper Co.		
MILWAUKEE	Dwight Bros. Paper Co.	SAN FRANCISCO	Bonestell & Co.		

WOOD FLONG STEREOTYPES

At last the printer can get away from high cost of electrotypes and can turn out six jobs in the time now required to print one with electrotypes.

He can, with trifling cost for equipment, make his own printing plates — excellent stereotypes, sharp and clean, cast from WOOD FLONGS — the perfect mold such as has brought stereotyping into almost universal use in Europe.

The WOOD FLONG process is cold. Type is not ruined by heat as is necessary in other stereotype processes. The mold can be made in one minute and the type safely released for other jobs. The plate, cast type high or shell, follows in two minutes ready for press.

When the job is printed the plates are returned to melting pot and the Wood Flong mold filed away for a repeat run. The mold is indestructible, does not deteriorate, and need only be roasted to be cast from again at any time. Storage of plates is eliminated entirely.

The WOOD FLONG STEREOTYPE process is the speediest and cheapest printing plate process known and is entirely satisfactory for all kinds of printing, color included, when the simple and compact equipment is installed.

We are rapidly installing WOOD FLONG PLANTS throughout the country and fill orders promptly as received.

Exit—the Electrotypes

WOOD FLONG CORPORATION

25 MADISON AVENUE, NEW YORK

Davoll's Static Eradicator

Eliminates static electricity troubles on cylinder presses, folding machines, etc. Used ten years by the maker. One-half Pint Can sent post paid on receipt of One Dollar. Address D. L. DAVOLL, care of The Baker Mfg. Co., P. O. Box 275, New Bedford, Mass.



The Productimeter
More than a "Counter." Gives accurate production figures, prevents overruns, avoids loss. A regular watch dog over your business. Write for Bulletin No. 41 and find out the why of "The Productimeter!"
DURANT MANUFACTURING COMPANY
(1256) 653 Duftum St., Milwaukee, Wis.

For Commercial Envelope Printing

Use **PIPPERT'S RUBBER MATRIX UNDERLAY** (Patent Pending) and protect your type or plates against all injury. Will last indefinitely. Every impression perfect and can be used over and over for short runs. Quickly placed. No make-ready required. Price 75c post paid, maximum size 5" x 7". Larger sizes, prices on request. When ordering, send two perfect envelopes from your stock for pattern.

W. PIPPERT, P. O. Box 35, Ridgely, Maine.
Job Pressmen wanted as agents in large cities.

Hammermill Paper Company

Erie, Pennsylvania



WHILE-U-WAIT

Rubber Stamp Making Outfits

Require only eight minutes to make rubber stamps. Will also make **HARD RUBBER STEREOTYPES** for printing. A few dollars buys complete outfit. Send for catalogue. **THE BARTON MFG. CO., 89 Duane St., New York City**

Type-Hi Disc Planer

Built expressly for Printers
Photoengravers, Electrotypes and
Flat-Box Stereotypers
Manufactured by
Type-Hi Manufacturing Co.
Syracuse, N.Y., U.S.A.




Ye Sign of Quality


INKS

EAGLE PRINTING INK CO.
NEW YORK CINCINNATI CHICAGO



AUTOMATIC MACHINERY

We design and build Automatic Machines that perform operations of: Assembling, Cartonizing, Counting, Cracking, Corking, Drying, Developing, Folding, Forming, Filling, Grading, Japanning, Knitting, Laundry, Labeling, Manufacturing, Printing, Producing, Packing, Sewing, Special Work, Stamping, Tying, Wrapping and Weighing.
An Automatic Machine will save time and expense in the cost of your production.
DESIGNERS BUILDERS
HERBERT H. GILES - - - 105 West 40th Street, NEW YORK




Use HERCULES

Leads and Slugs, Steel Chases, Steel Galleys, Brass Rule

Manufactured by
AMERICAN STEEL CHASE COMPANY
122-130 Centre St., New York, N. Y.
Order through your local dealer or direct from us.

BOOKBINDING

Edition Binding, Leather, Cloth, also Catalog. Efficient Workmanship. Prompt Service.
Correspondence Solicited.
MURPHY-PARKER COMPANY
701-709 Arch Street, Philadelphia, Penna.



MINUTES MEAN MONEY!—Lost Time Is Lost Money—Check It!

KNOW TO THE MINUTE when work is started and finished; when orders are received and delivered; when letters are received and answered.
You Need KASTENS TIME STAMP
Efficiency in War Time and All Times! Kastens Time Stamps cost little, are built for long service, and work quickly, smoothly and accurately. Send for catalogue showing various styles with prices.
HENRY KASTENS, 418-20 W. 27th St., New York City, N. Y.

Facsimile of Imprint reduced in size.
AUG 29 1917 3 43 PM

To Eliminate Static Electricity—Offset—Slip Sheeting, Use

The Johnson Perfection Burner

Cleveland

Velvatone Book

English Finish

A paper rendered distinctive by the super-excellence of its halftone printing qualities.

Write for samples and quotations.

Parker, Thomas & Tucker Paper Co.
520-526 South Canal Street, Chicago
Telephone Wabash 2632

F. HORACE TEALL

WILL prepare manuscripts or read proofs for authors or publishers, with preservation of personal style or with editorial freedom as desired. All essential correction guaranteed, with needed suggestion but no officious meddling. Mr. Teall is a proofreader and editor of long and varied experience. For over twenty-eight years editor Proofroom department of THE INLAND PRINTER, also on editorial staffs of the Standard and other dictionaries. Terms arranged to suit; always reasonable.

48 SPRUCE STREET, BLOOMFIELD, N. J.

No Job Printing Department is
completely equipped with-
out at least one

Standard HIGH-SPEED AUTOMATIC JOB PRESS

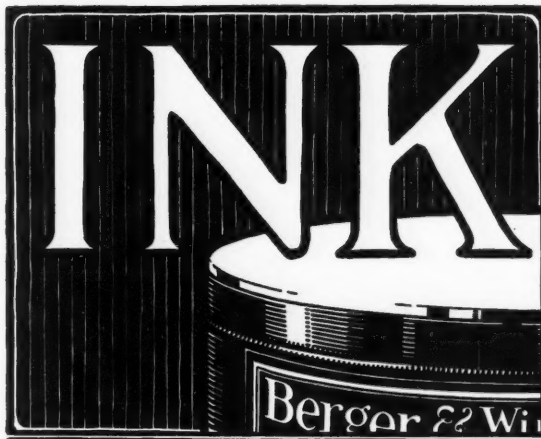
The only automatic bed-and-
platen job press on the market.
Over 50 per cent of our sales are
to repeat-order customers.

Comfortable terms to responsible
houses

WOOD & NATHAN CO.

Sole Selling Agent

521 West 23d Street, New York



Regular users of FINE Lithographic and Printing
inks are never satisfied simply because "it is
cheaper." There must be quality *with* economy.
B. & W. means inky-conomy, *not* because of the price per
pound, but *because* of the number of impressions per
pound it delivers. Think it over.

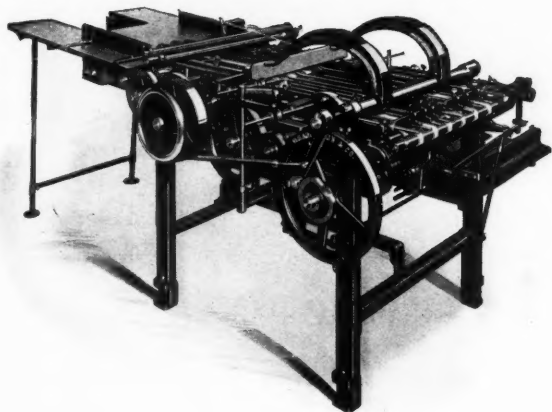
P. S. This is what you call SERVICE ON-THE-RUN.

BERGER & WIRTH, Inc.

58-60 Columbia Heights, Brooklyn, N. Y.



THE ANDERSON HIGH SPEED JOB FOLDER No. 310



Efficiency in operating Anderson Folding Machines
on high grade catalog and circular work is due not
only to their great speed, but to the simplicity by
which changes can be made for any fold within their
range of 6x6 and 25x38".

DETAILS CHEERFULLY FURNISHED

C. F. ANDERSON & CO.

3225 Calumet Ave.

CHICAGO, ILL.

CLINE-WESTINGHOUSE MOTOR EQUIPMENT For Every Printing Requirement

MOTORS

Adjustable
and
Constant
Speed



CONTROL

Push
Button
and
Manual

Write for Latest Descriptive Catalogue

Used by the Best
Known Printers

CLINE ELECTRIC MFG. CO.

Chicago

New York

Practical
BOOKS
about
PRINTING
and the
**ALLIED
TRADES**

Send for this Catalogue today
IT IS FREE

THE INLAND PRINTER CO.
632 SHERMAN STREET
CHICAGO

ELECTROTYPING

By C. S. PARTRIDGE

A THOROUGHLY practical treatise on the art of electrotyping and the various processes used. A full description of electrotypers' tools and machinery is given with complete instructions. The reference list of terms, processes and apparatus is of great assistance in solving the numerous problems connected with electrotyping.

CONTENTS: Historical Review—The Battery—The Dynamo — The Bath — Steel, Brass and Nickel Baths — Measuring Instruments — Preparation of Work — Molding — Building — Metalizing — The Conductors, Casting — Finishing — Trimming and Routing — Revising — Blocking — Dr. Albert's Metal Molds — Reference List of Terms, Processes and Apparatus. 214 pages. Size 5½ x 8.

Price \$2.00; postage 10 cents extra

THE INLAND PRINTER CO.
632 Sherman Street
CHICAGO

A Book for Operators and Machinists—

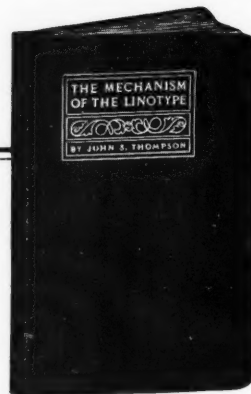
—by JOHN S. THOMPSON
Author of —
"History of Composing Machines"
"Correct Keyboard Fingering"
and other works.

[280 pages; illustrated; handy pocket size,
4¼ x 7; substantially bound in flexible
binding; price, \$2.50; postage 10c extra.]

"The Mechanism of the Linotype"

First published in THE INLAND PRINTER under the title, "The Machinist and the Operator," and later in revised form as a textbook, has become the standard reference work on the subject of the linotype machine. For a thorough understanding of slug-casting machines this book has no equal. The present (seventh) edition embodies the late improvements in the linotype, and for this reason should be in the possession of every operator and machinist. Its practices and teachings have been thoroughly tested and found good. Order your copy today—it is insurance against costly delays and accidents. Over 10,000 in use.

THE INLAND PRINTER COMPANY
(Book Dept.) 632 Sherman Street, Chicago, Illinois



CONTENTS:

Keyboard and Magazine; The Assembler; Spaceband Box; Line Delivery Slide; Friction Clutch; The Cams; First Elevator; Second Elevator Transfer; Second Elevator; Distributor Box; Distributor; Vise Automatic Stop; Pump Stop; Two-letter Attachments; Mold Disk; Metal Pot; Automatic Gas Governor; How to Make Changes; The Trimming Knives; Tabular Matter; Oiling and Wiping; Models Three and Five; Models Two, Four, Six and Seven; Models Eight, Eleven and Fourteen; Models Nine, Twelve, Sixteen, Seventeen, Eighteen and Nineteen; Models Ten, Fifteen and K; Plans for Installing; Measurement of Matter; Definitions of Mechanical Terms; Adjustments; Procedure for Removing and Replacing Parts; Causes for Defective Matrices; Things You Should Not Forget; List of Questions.

*In Thirteen
Colors and
White*

WHITE

PINK

BLUE

OPALINE

GREEN

PRIMROSE

AMBER

CANARY

BUFF

CAFE

SALMON

GOLDENROD

RUSSET

GRAY



The Printer—Purveyor of Ideas

Right now, most firms need a large number of printed forms. Here is a suggestion for the printer having a big customer whose business is divided into many different departments. Go to him with this idea:

"Mr. Customer—Let me save YOU some money by printing your year's supply of office forms at one time. I can produce the various forms for each department of your business, on a *different colored stock*, all of the same uniform grade, at a saving of \$47.50," by using

HOWARD BOND

WATERMARKED

Then explain the advantage of printing all these forms at one time—how it saves time on lock-up, makeready, running, cutting, assorting, delivery and overhead. Point out the distinct advantage in having a *different colored paper for each department*. Then show him the thirteen beautiful colors and four finishes in which HOWARD BOND is made.

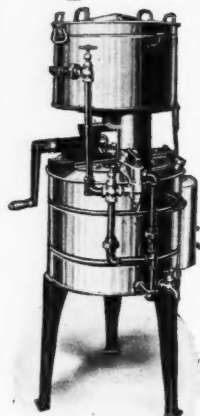
Write for your copy of the Sample Book.

Compare It! Tear It! Test It!
And you will Specify It!



THE HOWARD PAPER COMPANY, Urbana, Ohio
HOWARD BOND HOWARD LEDGER

Impossible to Spoil Glue



The Model A-D is as nearly fool proof as it is possible to make it. The Automatic Temperature Controller makes it impossible to over-heat or burn glue. Experts agree that steam ruins glue. It scalds and burns it, destroying the fibres and rendering it unfit for use. Steam is also full of acids that injure glue. Moisture from steam is absorbed by glue, reducing its strength. The Instantaneous Dissolver of the Model A-D is of our patented non-steam contact type.

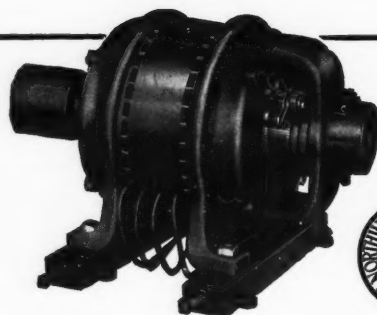
If any glue remains in the retainer over night it can be melted quickly by turning on steam and using agitator.

The Wetmore Model 1 A-D Instantaneous Melter and Retainer

is adapted to the needs of every user large or small. Made in sizes from 2 gallons to 200 gallons daily capacity.

Full information about our complete line will be sent on request.

The New Advance Machinery Co.
VAN WERT, OHIO



The Right Motor for Job Presses

Not every motor is adapted to job presswork. A motor which would answer most requirements would not have a sufficient variety of speeds to meet the constantly changing requirements of job printing.



**PUSH-BUTTON
CONTROL MOTORS**



For Single Phase Alternating Current

have twelve speeds in finely graded steps, easily changed by the push button control system, permitting the pressman to operate the press at low speed when the highest grade of work is required or to get the maximum speed from the press when quantity production is the chief consideration.

Illustrated folder, giving prices, free on request to

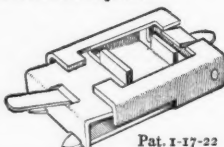
Northwestern Electric Co.

408-416 South Hoyne Avenue
Chicago, U. S. A.

Jiffy Guide

The Guide Without An Equal

The popular demand for the Jiffy Universal Guide, after being placed in hundreds of large and small shops throughout the country, has proven, that this guide, after given a thorough trial, on commercial, color and close register work, has more than tallied up to the standard set by any printer.



Pat. 1-17-22

Their low price, strong and rugged construction, quick set and positive action, make a guide that cannot be equaled at any price.

Send us your order specifying whether automatic or hand fed press.

\$1.85 half doz. \$3.25 doz.

For Sale by Type Founders and Printers' Supply Houses

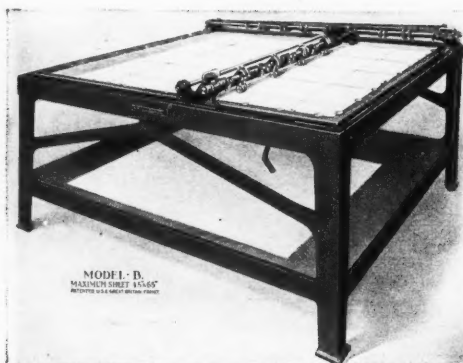
Manufactured and sold by

C. L. WELSH COMPANY

651 CENTURY BLDG.

PITTSBURGH, PA.

HANCOCK PERFECTING LINEUP MACHINE



MODEL - B.
MAXIMUM SHEET 15x45"
WEIGHT 15 LBS. (approx.)

YOU PAY MORE FOR THE

Hancock Perfecting Lineup Machine

if you "get along" without it than you do if you buy one. Our new folder just out will tell you why. Write for it.

Keep your eyes and mind open.

The Hancock Perfecting Lineup Machine Co.
Lynn, Massachusetts

LATHAM AUTOMATIC REGISTERING CO.
Chicago
Agents for the Middle West

TORONTO TYPE FOUNDRY CO., Ltd.
Exclusive Agents for
Canada and Newfoundland



A Permanent Check Business

Many banks and corporations still use checks on plain paper—they don't realize the risk they are taking, and the complete protection which genuine safety paper affords.

Here's your opportunity to build up a permanent check business.

One demonstration will convince almost any man that National Safety Paper protects every part of a check against alteration with acid, eraser, or knife. Repeat orders come as a matter of course.

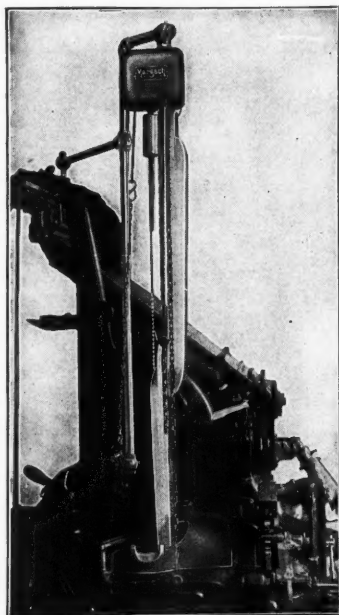
Write for samples of National Safety Paper.

George LaMonte & Son
Founded 1871
 61 Broadway New York

Raven Black

A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.
 New York Chicago



The Margach Metal Feeder

\$75.00

Can be applied to any slug or single type casting machine. It will save you \$1.00 per day per machine. The MARGACH has been endorsed by nearly a thousand users.

For further information call or write.

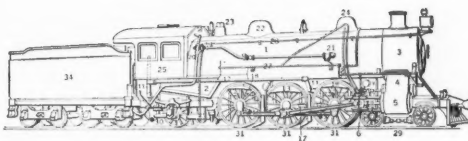
MARGACH METAL FEEDER
 Linotype, Intertype, Ludlow and Elrod.
 Gas or Electric.

THE MARGACH MFG. CO.
 213-215 Centre St., New York

U. S. REPRESENTATIVES
 Economy Products Co.
 66 W. Harrison St., Chicago, Ill.
 Des Moines Printers' Exchange,
 310 Second St., Des Moines, Iowa
 H. F. Wiggel,
 535 Tuxedo Blvd., Webster Groves,
 St. Louis, Mo.
 John S. Thompson,
 350 Sansome St., San Francisco, Cal.

FOREIGN REPRESENTATIVES
 Toronto Type Foundry Co. Ltd.,
 120 N. Wellington St.,
 Toronto, Ontario
 National Paper & Type Co.,
 39 Burling Slip,
 New York, N. Y.
 Representative for
 Mexico, Cuba & So. America

Wax Process of Engraving



Printers:

Increase your trade by use of **POATES' WAX PLATES** for **Ruled Forms**, maps, charts, diagrams, mechanical and scientific illustrations. We work from any kind of copy—pen and ink drawings are not necessary and all matter (descriptive), symbols, etc., are stamped into the wax matrix with type selected as to weight and face to suit the subject. The finished product is a deep, cleancut electrotype.

Send your copy for estimate. We will return the same day.

L. L. POATES ENGRAVING COMPANY
 4 Washington Place
 NEW YORK, N. Y.

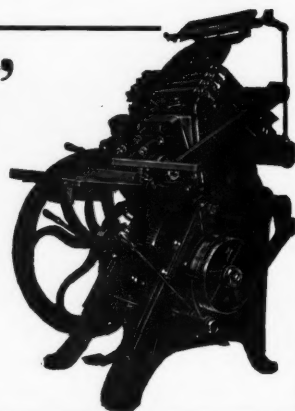
Poates' "Wax Engraving Superiority"
For Your Library Shelf
 25c to the Trade

LATEST "PROUTY"

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment
(Unexcelled)

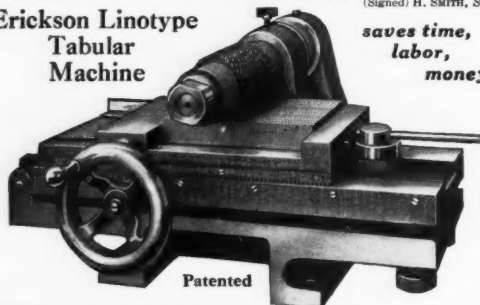
Obtainable Through Any Reliable Dealer

Manufactured only by
**Boston Printing Press
& Machinery Co.**
Office and Factory
EAST BRIDGEWATER, MASSACHUSETTS



TESTIMONIAL—"After thoroughly trying out a number of other devices we have reached the conclusion that there is only one machine that can successfully do this class of work--
The Erickson."

**Erickson Linotype
Tabular
Machine**



*saves time,
labor,
money*

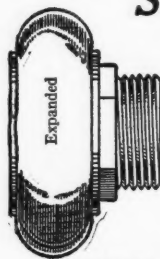
Patented

ALBERT W. ERICKSON, 54 West 93rd St., New York

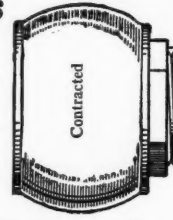
MORGAN EXPANSION ROLLER TRUCKS

**Save 50%
on Rollers**

FOR
JOB
PRESSES



We shall be glad at any time to furnish you with references of printers who are using our rollers. They save ink and the usual wear and tear. For further information write to address below.



Ask your dealer or send direct to

MORGAN EXPANSION ROLLER TRUCK CO.

6552 Hollywood Blvd., Los Angeles, Cal.

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.
Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 S. Paulina Street, Chicago

New York Office:
220 West 42d Street

The 1922 WING ALUMINUM MAILER

Better than ever!

SPECIAL FEATURES

1. Cast Aluminum paste dish, lighter and stronger; no soldered joints for acid to attack and eventually fall apart.
2. New lug on knife shaft, stronger, insuring accurate adjustment at all times.
3. New Clutch Spring.
4. Lock Nut on rocking plate bearing.
5. New Tension Spring; better adjustment.
6. Larger bearing on large gear screw.
- 7 and 8. Additional pin in thumb roller.

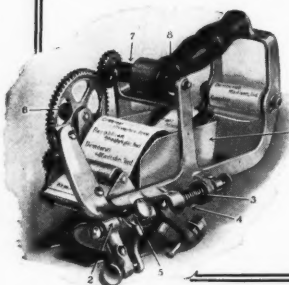
Buy the lightest and easiest handled mailer on the market.

WILL STAND THE GAFF!

Prices and further details, write

Chauncey Wing's Sons

Label Addressing Machines
GREENFIELD, MASS., U. S. A.



The AJAX EYELET FASTENER

is ideal for eyeletting short runs of tags, calendars, etc., or for fastening securely proofs, estimates and samples.

It saves time by punching the hole, feeding the eyelet and clinching it in one operation.

Handles three sizes of eyelets without any adjustment. Drop the eyelets into the magazine and go right ahead.

An absolute necessity for all Printers and Bookbinders.



For sale by
**AMERICAN TYPE FOUNDERS CO.
BARNHART BROS. & SPINDLER
and their branches**

A PRINTER Who is Ambitious should read this ad.

Do you possess a good working knowledge of the trade?
Have you plenty of initiative, enthusiasm and good health?
What is your age?

Have you organization and executive ability coupled with efficiency?

Are you thoroughly qualified to meet and earn the confidence of the trade?

Are you a quality man? Do you realize the full value of "service rendered"? Can you enthuse others with this spirit? Can you make and hold friends?

Are you willing to meet the situation with hard work providing the reward is worth the effort?

If you believe in yourself and can meet these requirements, then answer this ad.—BUT give all possible information about yourself, together with references in your first letter. This is important, as conditions require quick action, and you can be assured of strict confidence and fairest treatment.

Address, OPPORTUNITY, care this Publication.



For 100% Right Pads Use R. R. B. The 100% Right Padding Glue

It is easy to use, spreads smoothly, and has exceptional strength and flexibility.

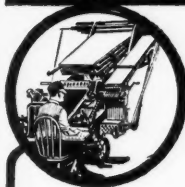
ORDER FROM NEAREST DEALER

Baltimore, Md. Armstrong Paper Co.
Birmingham, Ala. City Paper Co.
Boston, Mass. Stone & Andrew, Inc.
Boston, Mass. H. C. Hansen Type Foundry
Buffalo, N. Y. American Type Fdrs. Co.
Chicago, Ill. Graham Paper Co.
Cleveland, Ohio. Cleveland Paper Mfg. Co.
Dallas, Texas. Barnhart Bros. & Spindler
Denver, Colo. Graham Paper Co.
Detroit, Mich. Gebhard Bros.
El Paso, Texas. Graham Paper Co.
Los Angeles, Cal. Blake, Moffitt & Towne
Minneapolis, Minn. McClellan Paper Co.
Nashville, Tenn. Graham Paper Co.
New Orleans, La. Graham Paper Co.
Ogden, Utah. Scoville Paper Co.
Salt Lake City, Utah. Western Newspaper Union
St. Louis, Mo. Graham Paper Co.
Seattle, Wash. American Paper Co.
Washington, D. C. R. P. Andrews Paper Co.
Toronto, Canada. Wilson-Munroe Co.

or direct from

ROBERT R. BURRAGE
15 Vandewater Street, New York

Learn LINOTYPE At Home In Spare Time



Amazing Invention Makes It Easy—

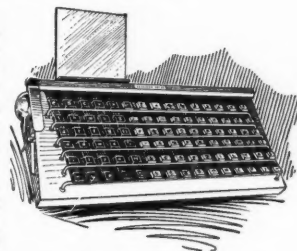
No matter what branch of the printing business you are now in — regardless of whether you are compositor, apprentice, pressman or hold any other position — you can now through a wonderful new method easily learn either Linotyping or Intertyping right at home during your spare time. This quick-result home-study system includes a complete course of copyrighted lessons covering every branch of these subjects and also includes one of the famous Thaler Keyboards for actual practice.

Quickly Become a "Swift" in Linotyping or Intertyping

You yourself know that "Swifts" can always get jobs when "dubs" can't — that they get the better higher-paying positions AND KEEP THEM. The Thaler System course itself is the result of the combined opinion of half a dozen expert operators as to the best method of operating these machines for speed and accuracy. This course, in conjunction with the Thaler Keyboard, is ideally suited to developing you quickly into a "Swift" in either Linotyping or Intertyping.

Famous "Thaler Keyboard" Used To Develop Speed

This keyboard, owned, patented and controlled exclusively by us, is made with either linotype or intertype faces, and is an exact reproduction of the standard full-size machine keyboards. It enables you to get the same speed practice at home which you would get in a shop on an expensive machine.



A Thaler Keyboard Included
With Each Course

Write for Full Details

Here is a splendid opportunity for ambitious men in the printing trade to qualify for a high-salaried permanent position as a Linotyper or Intertyper without even leaving home. Big opportunities for both men and women right now in this work. Upon request we will gladly send you without obligation a Free Book which tells of the opportunities in this work, and explains in detail the wonderful invention which makes this home-study course such a success. You have nothing to lose and much to gain. MAIL COUPON TODAY.

THE THALER SYSTEM
23 Metzertott Building, Washington, D. C.

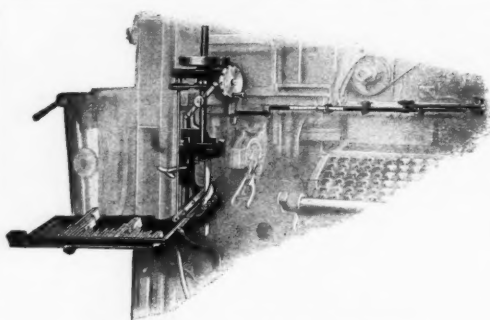
THALER SYSTEM,
23 METZEROTT BUILDING,
WASHINGTON, D. C.

Please send me without obligation on my part your Free Book which tells all about the Thaler System.

NAME

STREET

CITY.....STATE

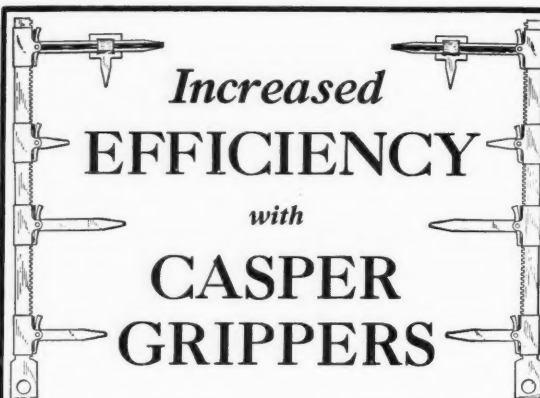


THE MOHR LINO-SAW

cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

MOHR LINO-SAW CO.
513-515 West Monroe Street, Chicago



Increased EFFICIENCY with CASPER GRIPPERS

You want to operate your platen presses at the maximum speed without interruptions. You want each impression to be accurate and distinct.

Casper Grippers securely hold the sheet to the platen in absolute register and prevent it sticking to the form. They will increase the efficiency of your presses.

For sale by leading printers' supply houses in all parts of the country.

When ordering state size and make of press

THE CASPER GRIPPER CO.
1525 Williamson Bldg., Cleveland, Ohio

SATISFACTION

ESTABLISHED 1875

The proof lies
in a trial of the

Blomgren Bros. & Co.
SERVICE

A half century of steady
growth has given this house
a National reputation for
designing and the making
of perfect printing plates.

Blomgren Bros. & Co.
Chicago, Illinois

Printing Machinery and Printers' Equipment for India and South Africa

We represent the undernoted markets, the leading Manufacturers of Printing Machinery and all allied trades, and are in touch with every printer and stationer.

We are desirous of receiving particulars of any new machine improvements, or articles of equipment and material for the Printing trade.

SOUTH AFRICA (South of the Equator)

JOHN DICKINSON & CO. (Africa), Ltd.
Cape Town Johannesburg Durban East London

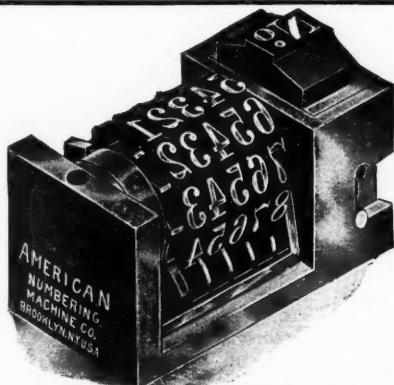
INDIA

JOHN DICKINSON & CO., Ltd.
Calcutta Bombay Madras Rangoon

HEAD OFFICE

JOHN DICKINSON & CO., Ltd.
London—65, Old Bailey, London E. C.

(English Factories, Apsley Mills Hemel Hempstead)



PRICE REDUCTION

FORMER PRICES

Standard Model 30,
5 Wheels . . 20.00
Standard Model 31,
6 Wheels . . 22.00

PRESENT PRICES

\$16.00
\$18.00

No change in construction. Same machines throughout that sold for much higher prices.

Your chance to buy the World's Standard Numbering Machines at greatly reduced prices.

ALL DEALERS SELL THEM.

American Numbering Machine Co.,
220-230 SHEPHERD AVE. - BROOKLYN, N. Y.
BRANCH: 123 W. Madison St., Chicago, Ill.

The only Typographic Numbering Machine with Cold Rolled Steel Case.

The Crane Composing Room Saw

A simple, practical, convenient and extremely low cost machine for print shops and newspapers. Compactly built for bench use, yet surprisingly powerful and serviceable. Cuts linotype slugs, leads, furniture, reglets, brass rule, electrotypes, etc. Does slotting, grooving, and under-cutting. Special attachments furnished for grinding, drilling, routing, etc.

Comes set up ready for use. Simply place on bench, connect cord to light socket, and start running.

SPECIFICATIONS. Height, 12 inches; size of table, 12 x 16 inches; diameter of saws, 6 inches; diameter of saw arbor, 3/4 inch; bronze bushings; endless belt, width, 1 1/4 inches; motor ball bearing, 3/4 h. p.

EQUIPMENT. Motor, with cord and plug, screwdrivers, wrench, two saws, pica gauge reading to 52 picas by nonpareils, rip and cut-off guides, saw guard and eye shield. **\$135**

All complete for \$135, f. o. b. Toledo.

Same machine also furnished with ball bearings, permanent alignment, motor with cord and plug screwdriver, wrench, three saws, pica gauge, 6 inch sand disc, emery wheel and arbor, rip and cut-off guides, saw guard and eye shield, all for only \$160.

Write for complete descriptive circular.

W. B. & J. E. BOICE, Dept. I.P.3, 114 23d St., Toledo, Ohio

Complete Composing Room Service

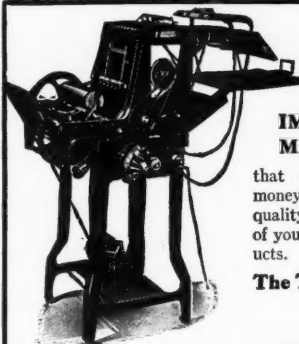
WE are in position at all times, day or night, to supply you with Linotype and Monotype Composition and Makeup of every description; or, if you prefer, to furnish all the new type and material necessary for you to "roll your own."

Standard Typesetting Co.

Chicago's Composing Room

701 South La Salle Street, Chicago

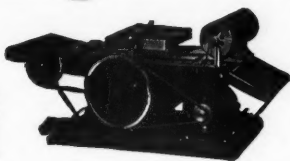
Phones: Harrison 3570-1-2



The Do-More Automatic Process Embosser

with IMPROVED MACHINES

that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Typo-Embosser is Our Improved Process Embossing Machine. With double heater will take any size of stock up to 12 inches wide.

Write for our booklet No. 10 today.

Automatic Printing Devices Co.

Patentees and Manufacturers

Second and Minna St., San Francisco, Cal.



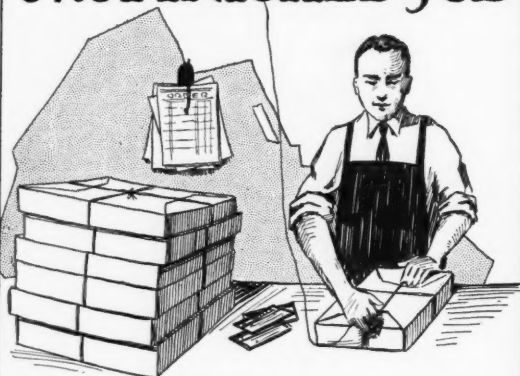
The Automatic Card Printing Machine

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.

WRITE FOR EXCLUSIVE AGENCIES

The FINISHED JOB



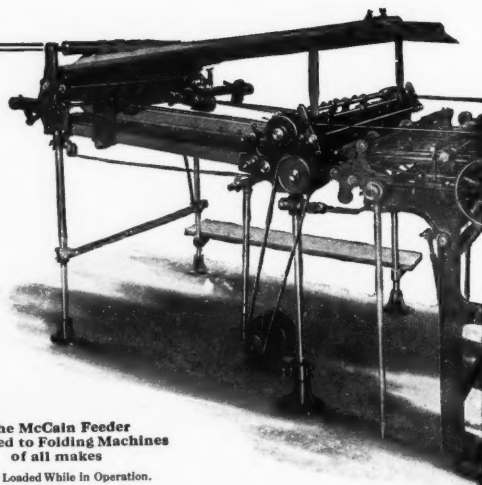
You know how much the quality of the finished job depends upon the plates from which it is printed.

Why discount your own efforts and craftsmanship by using inferior plates?

All Crescent photo-engravings and electrotypes are guaranteed.

We have been serving good printers for more than fifteen years. We would like to get acquainted with you.

Crescent Engraving Co.
KALAMAZOO



The McCain Feeder
Attached to Folding Machines
of all makes
Can be Loaded While In Operation.

Repeat Orders

Indicate that purchasers are obtaining decidedly satisfactory results from

THE MCCAIN Automatic Feeder

It is a continuous loading feeder. The paper is laid on the loading board while the feeder is in operation and advanced automatically. No time is lost in loading.

The McCain feeder is easily attached to Anderson, Brown, Cleveland, Dexter or Hall folders, and perforating machines.

Send for Illustrated Circular.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

BETTER BUSINESS

*Is already shown by our sales
for 1922.*

BETTER BUSINESS

Proves that we give Exceptional Service.

BETTER BUSINESS

Is the reason for our new \$150,000 Factory

BETTER BUSINESS

Comes from confidence in us by old customers.

BETTER BUSINESS

Is a Guarantee that Better Times are coming.

BETTER BUSINESS

Means Standard Inks delivered on time
at the right price.

Write, wire, phone to our offices in the principal cities.

"The Old Reliable"

Sinclair and Valentine Co.

NEW YORK, 605-611 West 129th Street

BOSTON.....516 Atlantic Ave.	CLEVELAND..321 Frankfort Ave.
PHILADELPHIA.....1106 Vine St.	TORONTO...233 Richmond St., W.
BALTIMORE...312 No. Holliday St.	MONTREAL...46 Alexander Ave.
NEW ORLEANS...315 Gravier St.	WINNIPEG...173 McDermott Ave.
CHICAGO, 718 So. Clark St.	
ALBANY, BUFFALO and Other Cities.	
FACTORIES: NEW YORK, CHICAGO, CANADA	

20 Clarity Bond-White.....2.55 2.30 2.17



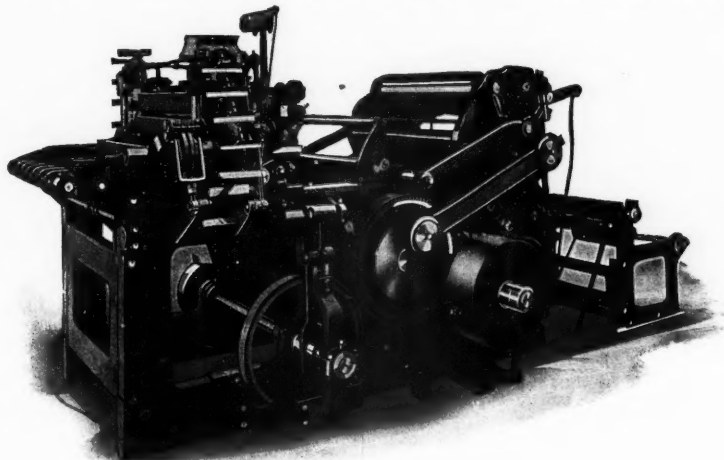
THE most comprehensive envelope price list ever put out. All grades of one size on a page—approximate shipping weight of standard size envelopes in their different weights—approximate quantities of each size in a case. Prices quoted in less than 10,000 lots and in 10,000 and case lots—exact figures without computing discounts. Also quotations on catalog envelopes and string and metal fasteners, quoted separately for convenient estimating. And remember—this time-saving price list is punched to fit your U. T. A. Price Book. Write for it now. Address—



Western States Envelope Co.
Milwaukee, Wisconsin
Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

If You Want a Roll Feed Job or Special Press

Why not buy one which has been on the market for over forty years? Note the simplicity and solid construction shown here



KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway

TORONTO, CANADA, 445 King Street, West

181 Quincy Street, CHICAGO



The Right Papers

for copies of letters, lists, bulletins, and for printed forms on which Manifold copies are made.

If copies are *preserved*, or if they are *handled* considerably, even for a short time, they should be made on *high grade ONION SKIN* or *MANIFOLD* paper.

The ESLEECK papers are made of clean, new rags, in a *quality* mill. They are strong, serviceable, uniform. They deserve to be on your list of "Standbys."

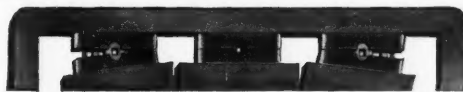
Ask Dept. B. for samples.

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

Best Locking Devices

Results of long experience, special machinery, accurately milled three-disk cams, compressed cam-tracks, and skill.

Gain time on every form in composing and press rooms; repay cost quickly and often; no slide, skew or spring; positive hold where others fail; assure perfect register.



Wickersham Quoin, made in Four Sizes. Millions in use.



Morton Lock-Up, Forty-one Lengths, 3-in. to 26-in.

These include Book, Job and Magazine measures, and all Foot and Side Sticks



Stephens Expansion Lock, 4 Sizes, expand 4 3/4-in. to 3 3/4-in.

Samuel Stephens and Wickersham Quoin Co.

Originators and Manufacturers

174 Fort-Hill Square, Boston, Mass., U.S.A.

Sold by Leading American Dealers, also Foreign Agencies.



Byron Weston Company's

LEDGER PAPER quality is ingrained. From "butt to branch" it is without defect or blemish. This perfection is not merely surface deep, but is found in the very heart of the paper. A sheet of B-W Ledger Paper may be erased until almost transparent, yet it still presents a writing surface that shows no blurring of the ink.

B-W Ledger Paper is manufactured from new white rags. It does not grow brittle or discolored with age. Records made sixty years ago on B-W Linen Record and Ledger Paper are as bright and fresh today as when the entries were first made.

Do not make valuable entries on "surfaced" papers; be sure that the goodness runs all the way through.

Let us Send You "Scratch Sheets" of B-W Record Papers and Complete Sample Book of our Ledger and Bond Papers.

BYRON WESTON COMPANY
DALTON, MASSACHUSETTS



Potter Proof Presses

BETTER PROOF is very important to shops trying for efficiency. Potter Proof Press proving means better proof, fewer mistakes in composition, greater speed with less effort, and higher standards of work for the men.

CLEANER AND MORE COMPLETE PROOF has a direct bearing on sales. Sales respond more quickly to service than to any other influence, and good clean proof is appreciated by every customer.

YOU NEED A POTTER PROOF PRESS. Your superintendent and your sales manager both need it. The machine is worth more to you than the money it costs. Ask any printer who owns one.

Hacker Manufacturing Co.

312 North May Street

Chicago, Illinois

Profits in Gummed Labels

- ☐ Attractively printed gummed labels are good advertising for both the printer and his customers.
- ☐ *Good Gummed Paper* will cause no trouble in printing nor afterwards and its use makes a profitable line of work for any printer.
- ☐ McLaurin-Jones offers to its patrons the combined service facilities of Ideal Coated Paper Company, Samuel Jones & Company and Ware Coated Paper Company. We are now in a position to supply our customers with a much wider range of gummed and coated papers than those carried by us.

McLAURIN-JONES CO.

Main Office: Brookfield, Mass.

NEW YORK

CINCINNATI

CHICAGO

Mills: Brookfield, Mass.; Newark, N. J.



*Our Combined
Trade Marks—
Your Guarantee
of Satisfaction*

Laclede Remelting Furnaces

Scientifically Designed and
Substantially Built in
sizes to meet the
requirements of
any Office



Jobbers and Dealers
Everywhere

Full Information upon
request

MANUFACTURED BY THE

Laclede Mfg. Company

119-121 N. MAIN STREET
ST. LOUIS, MO.

LACLEDE SAW and TRIMMER

MODEL B

Saws and Trims in One Operation

Equipped with the
most rapid
and simple
method for
mitering.

Can be used for
out-mortising, under-
cutting, mitering and
all operations required
of a composing-room
saw.

The Table is *level* for
all operations.

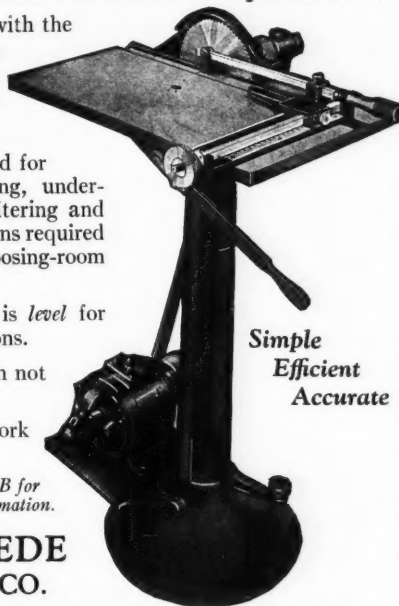
Column can not
clog up.

Powerful work
holder.

*Write Dept. B for
further information.*

**LACLEDE
MFG. CO.**

119-121 North First Street, ST. LOUIS, MO.



*Simple
Efficient
Accurate*

TYPE MACHINE MATRICES

OUR PRICES

Beginning February 15, 1922

Monotype Display Matrices, 14 to 36 point,
Per font. **\$20.00**
72 Characters.

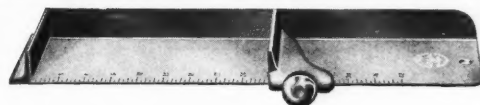
We furnish our NEW STYLE HOLDER
for Monotype Matrices

OUR MATRICES GUARANTEED

Let Us Know Your Requirements

SUPERIOR MATRIX CO.

5th Floor, Industrial Building
BALTIMORE MARYLAND

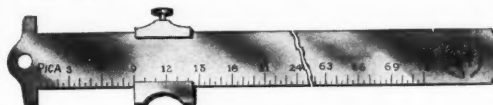


Permanent Accuracy

is the first essential of a composing stick and it
is the outstanding feature of The New

Eagle Composing Stick

The knee is locked to the bottom of the stick,
not to the back, which insures equal resistance
to tight spacing at both front and back. No
working pressure can strain it.



The Page Caliper

will be found decidedly useful in the composing room for
testing pages of linotype composition on the galley to in-
sure both sides of the pages being the same length.

**High-Grade Line Gauges in Four Styles.
Try Our T Square for Squaring Forms.**

For Sale by Supply Houses.

The Eagle Engineering Co.

Springfield, Ohio, U. S. A.



VALIANT BOND

Do you have customers who are desirous of the most impressive stationery at a modest cost? We believe you have, and for this reason we solicit your attention to VALIANT BOND. It is paper that is a worthy background for your best efforts in printing; having an excellent bulk, beautiful color and rich surface. A paper that rings true.

Manufactured by
GILBERT PAPER CO.
MENASHA, WIS.

Distributed by

Baltimore, Md.—Dobler & Mudge
Boston, Mass.—A. Storrs & Bement Co.
Buffalo, N. Y.—Aurora Paper Co.
Chicago, Ill.—Moser Paper Co.
Denver, Colo.—Carter, Rice & Carpenter
Detroit, Mich.—Beecher, Peck & Lewis
Louisville, Ky.—Southeastern Paper Co.
Milwaukee, Wis.—Allman-Christiansen
Paper Co.
Minneapolis, Minn.—Nelson-Ganssle Paper Co.



Newark, N. J.—Lasher & Lathrop, Inc.
New Orleans, La.—E. C. Palmer & Co., Ltd.
New York, N. Y.—Lasher & Lathrop, Inc.
Omaha, Neb.—Field-Hamilton-Smith
Philadelphia, Pa.—A. Hartung & Co.
Portland, Ore.—Blake, McFall Co.
Pueblo, Colo.—Colorado Paper Co.
Richmond, Va.—Virginia Paper Co.
St. Paul, Minn.—Inter-City Paper Co.
Washington, D. C.—Virginia Paper Co.

EXPORT—Parsons Trading Co., New York, N. Y.

TABLE OF CONTENTS

MARCH, 1922

	PAGE		PAGE		PAGE
Background Patterns Set on Machine.....	786	Headings for Country Newspapers, A Simple Method of Arranging.....	796	PRESSROOM — Continued:	
Berry Succeeds Praigg as Director of Advertising of U. T. A.....	818	Heir, Martin, to Visit Europe.....	818	Press Stalled on Impression.....	817
BOOK REVIEW:		Holiday Greetings Received.....	806	Printing From a Negative Is Not a Typographic Process.....	817
Book Printing Annual for 1921, A.....	815	Ideas and Suggestions for the Salesman, A Few.....	810	Quads and Slugs Work Up Around Halftone.....	817
Borden, Joseph A., Presentation to.....	819	ILLUSTRATIONS:		Resin Overlay, The.....	817
Bowyers, The William, and Other Printers Contemporary With Them.....	811	Auckinleck Private Press, The.....	787	Rollers Are Flat.....	817
Brief Notes of the Trade.....	821	Barge of The Worshipful Company of Stationers.....	811	Three Color Work, High Speed for.....	816
Can You Sell Yourself?.....	795	Borden, Joseph A., Testimonial Presented to Chart Showing Money Invested Annually in Advertising.....	782	Unsatisfactory Printing Not Fault of Paper.....	817
Chicago Monotype Club Holds Annual Banquet.....	820	Chart Showing Relative Importance of Direct Advertising to Various Classes of Advertising.....	783	Where the Fault Lies When Offset Occurs.....	816
COLLECTANEA TYPOGRAPHICA:		Combination Tool for Printers.....	821	Printers' New Combination Tool.....	821
High Authority on Home Brew, A.....	788	G. R. S. Single Fold Folder, The.....	821	Printers' Supply Salesmen's Guild Elects Officers.....	818
Legend of the Printer's Devil.....	788	Strawberry Hill Press, Home of the.....	788	Printing School, New, to Be Opened in Ithaca, New York.....	820
Most Read Book, The.....	787	Wood Block More Than Fifty Years Old.....	790	Prizes Won by Machine Composed Specimens.....	818
On Reading.....	787	Incidents in Foreign Graphic Circles.....	780	PROCESS ENGRAVING:	
Plowrig In.....	788	Inland Daily Press Association Holds Annual Meeting.....	818	American Institute of Graphic Arts, The.....	785
Self Satisfied Master Printer, A.....	788	JOB COMPOSITION:		Apprentices, Educating.....	785
CONTRIBUTED:		Devices for Getting Attention.....	793	Blocking Wood, Substitute for, Wanted.....	785
Background Patterns Set on Machine.....	786	Letters to a Printer's Devil.....	772	ColloTYPE on Offset Press.....	785
Book Printing Annual for 1921, A.....	815	MACHINE COMPOSITION:		Electric Etching.....	785
Bowyers, The William, and Other Printers Contemporary With Them.....	811	Elevator Bar Does Not Match With Distributor Box Bar.....	807	Photoengraving Outfit, Small.....	785
Curios Found in the Dictionary.....	774	Gas Fumes From Pot Burners Eliminated by Exhaust Pipe.....	807	Photoprocess for Lithographer.....	786
Dummy and Layout, The, or Visualization of the Finished Product.....	769	Imperfect Face and Body on Slugs.....	807	Rotagravure and Lithography, Books on.....	785
Headings for Country Newspapers, A Simple Method of Arranging.....	796	Matrices Show Unusual Wear.....	808	Steel Engraving by Photography.....	786
Ideas and Suggestions for the Salesman, A Few.....	810	Metal Splashes Back of Mold Disk.....	807	PROOFROOM:	
Letters to a Printer's Devil.....	772	Neglect of Essentials.....	808	Better With Apostrophe.....	809
Psychological Research for the Printing Industry.....	771	Side Trimming Knives Not of Even Height.....	807	Construction Criticized.....	809
Solving Problems of Doubt in Articles We Read Today.....	775	Slugs Show Pitted Face.....	808	Due and Owing, Chioic Between.....	809
Trade Composing Room, The Modern.....	810	Spaceband Key Lever Gives Trouble.....	808	Inelegant Use of the Word Very.....	809
Uncle Sam Prescribes Typographical Display for Mail Forms.....	789	Spaceband Strikes the Top of Matrices.....	807	Quotation Marks Before Initials.....	809
CORRESPONDENCE:		"The Mechanism of the Linotype" as Applied to the Various Models.....	808	Psychological Research for the Printing Industry.....	771
For Accuracy's Sake.....	779	Two Keys Work Hard, Without Apparent Cause.....	807	Quality and Success.....	778
Letters We Appreciate.....	779	Variety of Troubles, A.....	808	Second Class Postage Question, The.....	778
Plain Type Faces, For.....	779	Milwaukee Craftsmen Elect Officers.....	820	Second District Typothetae to Hold Convention.....	819
Why Not Adopt This Plan?.....	779	National Printer-Journalist Merged With Trade Press Publishing Company.....	819	Soda Fountain Signs.....	796
COST AND METHOD:		NEWSPAPER WORK:		Solving Problems of Doubt in Articles We Read Today.....	775
Depreciation and Good Will.....	791	Investment Figured First.....	797	SPECIMEN REVIEW.....	801
Estimate File, The Old.....	792	Many Ways to Sell Advertising.....	797	Swart, George R., Opens Chicago Office.....	821
Last Fifteen Per Cent, The.....	792	Observations.....	798	Trade Composing Room, The Modern.....	810
Noise, The Cost of.....	791	Question Not to Be Decided, A.....	797	TRADE NOTES:	
Type and Time.....	792	Review of Newspapers and Advertisements.....	799	Berry Succeeds Praigg as Director of Advertising of U. T. A.....	818
Cover Designs, Exhibition of.....	819	Numbering Machine Prices Reduced.....	819	Borden, Joseph A., Presentation to.....	819
Curios Found in the Dictionary.....	774	Packard, George E.....	819	Brief Notes of the Trade.....	821
Diem & Wing Paper Company, Annual Meeting of.....	820	Personality of Type.....	795	Chicago Monotype Club Holds Annual Banquet.....	820
DIRECT ADVERTISING:		PORTTRAITS:		Cover Designs, Exhibition of.....	819
Relation of Direct Advertising to Other Advertising and to Business in General, The.....	781	Berry, Edward D.....	818	Diem & Wing Paper Company, Annual Meeting of.....	820
Do You Remember Way Back When.....	790	Bowyer, William I.....	812	Franklin-Typothetae of Chicago Holds Annual Dinner Dance.....	820
Dummy and Layout, The, or Visualization of the Finished Product.....	769	Bowyer, William II.....	813	Heir, Martin, to Visit Europe.....	818
EDITORIAL:		Cave, Edward.....	813	Inland Daily Press Association Holds Annual Meeting.....	818
Editorial Notes.....	777	Chicago Monotype Club Celebrating Tenth Anniversary.....	820	Milwaukee Craftsmen Elect Officers.....	820
Get the Right Attitude Regarding the Other Fellow.....	777	Nichols, John.....	814	National Printer-Journalist Merged With Trade Press Publishing Company.....	819
Quality and Success.....	778	Packard, George E.....	819	Numbering Machine Prices Reduced.....	819
Second Class Postage Question, The.....	778	PRESSROOM:		Packard, George E.....	819
Foreign Graphic Circles, Incidents in.....	780	Bed Bearers, Height of.....	817	Printers' New Combination Tool.....	821
Franklin-Typothetae of Chicago Holds Annual Dinner Dance.....	820	Care of Rollers, Book on.....	816	Printers' Supply Salesmen's Guild Elects Officers.....	818
Get the Right Attitude Regarding the Other Fellow.....	777	Column Rules, Cutting, to Prevent.....	816	Printing School, New, to Be Opened in Ithaca, New York.....	820
		Four Color Plate on Platen Press.....	816	Prizes Won by Machine Composed Specimens.....	818
		Halftone Plate Printed Flat.....	816	Second District Typothetae to Hold Convention.....	819
		Praise for a Pressman.....	816	Swart, George R., Opens Chicago Office.....	821
				Uncle Sam Prescribes Typographical Display for Mail Forms.....	789

Printers and Publishers, Attention!

Let this plant be your bindery. We are equipped to serve you no matter where you are located.

ENGDAHL BINDERY

(HOLMGREN, ENGDAHL & JOHNSON Co.)

Edition Bookbinders

412-420 Orleans Street, Chicago

Phone Main 4928



Fine Engraved

Christmas Greeting Cards

Write for Sample.

Note: We manufacture these expressly for the printing trade. Just the card you want for imprinting the customer's name.

KING CARD COMPANY, 611 Sansom Street, Philadelphia, Pa.

BOOKBINDERS

TO THE TRADE

We specialize in Edition and Catalog Binding in cloth or leather, also pamphlet work.

THE FOREST CITY BOOKBINDING CO.

525 Caxton Bldg., Cleveland, Ohio

CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY

We have a few bargains in REBUILT PRESSES. Let us know your needs. We specialize in repair parts for Campbell Presses and counters for printing presses. Expert repair men for all makes of presses sent to your plant.

288 SCHOLES STREET

BROOKLYN, NEW YORK

Avoid delay when in need of repairs by sending orders direct to office.

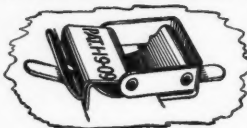
Printing Plants and Businesses

BOUGHT AND SOLD

Printers' Outfitters. American Type Founders' Products, Printers' and Bookbinders' Machinery of Every Description.

CONNOR, FENDLER & CO., 96 Beekman St., New York City

STRAIT'S PATENT LEVER FEED GUIDE



The Logical Successor to the Quad, because it is dependable and saves time

Dosen, \$2.50; Half dozen, \$1.35
Set (3) 75c; Extra Tongues, doz., 10c.

Sold by Dealers Everywhere

H. H. STRAIT, Mfr., Overland, Mo.

WOOD TYPE

Eastern Brass & Wood Type Co.

Largest stock in all sizes always on hand.

114 East 13th Street, NEW YORK CITY

EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD
Simple, economical, durable

Sheets, 6x9 inches

\$1.25 a dozen, postpaid

THE INLAND PRINTER COMPANY

632 Sherman Street, CHICAGO

BRASS RULE

If You Want

SERVICE

and

QUALITY

Try Us

NEIL CAMPBELL CO.

Printers' Materials

72 Beekman St., New York

Phone—Beekman 3419

GIMLIN'S STANDARDIZED APPRAISALS

PRINTING PLANTS
AND
ALLIED INDUSTRIES
EXCLUSIVELY
HIGHEST ENDORSEMENTS

Official Appraisers for
Franklin & Tapscott Inc.
of Chicago. Write us

Printers Appraisal Agency, Inc.

536-538 S. DEARBORN STREET
Chicago

WOOD TYPE

THE BEST
AND
CHEAPEST
IN THE
MARKET

Write for Sample Sheet.

Expert Makers:

American Brass & Wood Type Co.

2448 Fulton St., Brooklyn, N. Y.

We cater to the Printing Trade in making the most up-to-date line of
Pencil and Pen Carbons

for any Carbon Copy work.

Also all Supplies for Printing Form Letters

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

METALS

Linotype, Intertype,
Monotype, Stereotype,
Special Mixtures

QUALITY

First, Last and All the Time

E. W. Blatchford Co.

230 N. Clinton St.
Chicago

World Building
New York

There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The
J. F. W. Dorman Co.
Baltimore, Md., U. S. A.

The
FUCHS & LANG MFG. CO.

A REDUCTION

We are pleased to advise the printers throughout the country that we are now able to make a reduction in price on our well-known

Rutherford 40 Black Ink

Price now is **35 cents** per pound in lots of 25 lbs. or more.

A special price on large quantities.

Send in your orders at once.

*Rutherford Forty for any press
on any kind of paper.*

THE FUCHS & LANG MFG. CO.

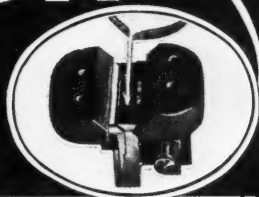
Makers of

Fine Printing and Lithographic Inks
Machinery and Supplies

119 WEST 40th St. N.Y.
120 WEST ILLINOIS St. CHICAGO
142 NORTH 4th St. PHILADELPHIA

RUSH

**YOUR ORDER
TO-DAY
FOR THIS
REMARKABLE**



Hand Adjustable Mold

A wonderful help when you are in a rush for duplicates of type, cuts, logotypes, fancy borders, etc. Easily and quickly casts letters from 6 to 96 point, and cuts up to 6x9 picas.

**PRACTICAL—DURABLE
MODERATELY PRICED**

Don't wait until you are in urgent need for this indispensable hand mold—get it now and be prepared.

SPECIAL NOTE—Mr. Leonard Wood, Jr., and the undersigned, have secured from the Kamco Corporation and the Taylor Hand Adjustable Mold Company, both of 34 Barclay Street, New York City, the sole distributor's rights on the Taylor Hand Adjustable Mold, for the United States and all foreign countries. Our object is systematic service to the printers of the world.

ALVIN WILLISTON McKAIG
507 FIFTH AVENUE NEW YORK CITY

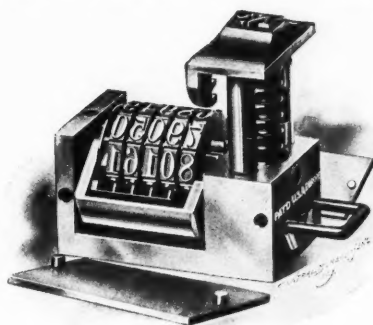
Substantial Price Readjustment in **ROBERTS NUMBERING MACHINES**

Type-High Model 27—5 Wheels—\$16.00

Type-High Model 28—6 Wheels—\$18.00

For general job work, nothing can excel these Roberts Machines. No pressman who compares them with other machines in construction and work will hesitate to choose the Roberts.

To number either forward or backward—Fully Guaranteed—Over 75 other Models. Write for information. All orders can be filled immediately from stock.




Nº 12345

SIMPLEST—STRONGEST—FULLY PATENTED—OVER 300,000 IN USE.

THE ROBERTS NUMBERING MACHINE CO.,
694-710 Jamaica Ave. - - - Brooklyn, N. Y.

Builders of all kinds of Special Numbering Equipments. Branches and Agencies in principal countries of the world.



Crane's Ladies' Stationery.
Of well-known Merit
Yield a Profit to Dealer
Sold by Booksellers
— and Stationers
Z & W M CRANE
Dalton Massachusetts USA

Our papers are supplied in fine wedding stationery, visiting cards, and other specialties, by Eaton, Crane & Pike Co., Pittsfield, Mass. and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

INDEX TO ADVERTISEMENTS

	PAGE		PAGE		PAGE
Acme Multi-Color Co.	825	Forest City Bookbinding Co.	862	Morgan Expansion Roller Truck Co.	852
American Assembling Machine Co.	730	Fuchs & Lang Mfg. Co.	863	Murphy-Parker Co.	846
American Brass & Wood Type Co.	862	Gilbert Paper Co.	860	National Machine Co.	757
American Numbering Machine Co.	855	Giles, Herbert H.	846	Neenah Paper Co.	832
American Printing Ink Co.	755	Globe Engraving & Electrotype Co.	826	Nelson, C. R. & W. A.	745
American Steel Chase Co.	846	Goes Lithographing Co.	761	New Advance Machinery Co.	850
American Type Founders Co.	743, 756, 760	Golding Mfg. Co.	733	New Era Mfg. Co.	722
American Writing Paper Co.	834	Goss Printing Press Co.	852	Norib Co.	762
Anderson, C. F., & Co.	847	Hacker Mfg. Co.	858	Northwestern Electric Co.	850
Automatic Printing Devices Co.	855	Hamilton Mfg. Co.	736	Parker, Thomas & Tucker Paper Co.	846
Avery Galley Co.	749	Hammermill Paper Co.	846	Peninsular Paper Co.	826
Barnhart Bros. & Spindler	763	Hampshire Paper Co.	830	Penrose, A. W., & Co.	823
Barton Mfg. Co.	846	Hancock Perfecting Line-up Machine Co.	850	Pippert, W.	846
Berger & Wirth	847	Hellmuth, Charles, Co.	851	Poates, L. L., Engraving Co.	851
Berry Machine Co.	735	Hickok, W. O., Mfg. Co.	722	Porte Publishing Co.	742
Bingham's, Sam'l, Son Mfg. Co.	828	Hoffmann Type & Engraving Co.	842	Print-Aid Co.	842
Blatchford, E. W., Co.	862	Holyoke Card & Paper Co.	844	Printers' Appraisal Agency	862
Blomgren Bros. Co.	854	Howard Paper Co.	849	Printers' Machine Works	842
Boice, W. B. & J. E.	855	Hoyt Metal Co.	842	Robbins, Sabin, Paper Co.	837
Boston Graphic Arts Exposition	836	Huber, J. M.	760	Roberts Numbering Machine Co.	863
Boston Printing Press & Machinery Co.	852	Indiana Chemical & Mfg. Co.	751	Rosback, F. P., Co.	752
Boston Wire Stitcher	756	International Association of Electrotypers	754	Rouse, H. B., & Co.	838
Bradner, Smith & Co.	721	International Correspondence Schools	825	Royal Electrotype Co.	726, 727
Britton & Doyle	Insert	Intertype Corporation	723	Scott, Walter, & Co.	764
Brower, A. T. H., Co.	761	Jaenecke-Ault Co.	765	Seybold Machine Co.	747
Runn, B. H., & Co.	761	Johnson Perfection Burner Co.	846	Sheridan, T. W. & C. B., Co.	758
Burrage, Robert R.	853	Kastens, Henry	846	Sinclair & Valentine Co.	856
Campbell, Neil, Co.	862	Kidder Press Co.	857	Sloan, W. H.	842
Campbell Ptg. Press Repair Parts Co.	862	Kimble Electric Co.	838	Stafford Engraving Co.	759
Carmichael Blanket Co.	756	King, Albert B., & Co.	825	Standard Typesetting Co.	855
Casper Gripper Co.	854	King Card Co.	862	Stephens, Sam'l, & Wickersham Quoin Co.	857
Challenge Machinery Co.	734	Laclede Mfg. Co.	859	Stokes & Smith Co.	759
Chandler & Price Co.	740	LaMonte, George, & Son	851	Stokes, A., & Co.	843
Chicago Paper Co.	831	Lanston Monotype Machine Co.	Cover	Strait, H. H.	862
Christensen Machine Co.	765	Latham Machinery Co.	737	Superior Matrix Co.	859
Cleveland Folding Machine Co.	731	Lead Mould Electrotype Foundry	738	Swart, Geo. R., & Co.	728, 729
Cline Electric Mfg. Co.	847	Lee Hardware Co.	764	Teall, F. Horace	846
Collins, A. M., Mfg. Co.	839	Leiman Bros.	750	Thaler System, The	853
Conner, Fendler & Co.	862	Liberty Folder Co.	763	Thompson Type Machine Co.	749
Craig Sales Corporation	762	Linograph Co.	724	Thomson, John, Press Co.	748
Crane, Z. & W. M.	864	Ludlow Typograph Co.	741	Type-Hi Mfg. Co.	846
Crescent Engraving Co.	856	McCain Bros. Mfg. Co.	856	Ullman, Sigmund, Co.	744
Cromwell Paper Co.	Cover	McKaig, A. W.	863	United Printing Machinery Co.	732
Davoll, David L.	846	McLaurin-Jones Co.	858	Vandercook, R. O.	843
Dejonge, Louis, & Co.	835	Machine Appliance Corporation	852	Want Advertisements	822
Deutzman, Lawrence F.	825	Marathon Electric Mfg. Co.	757	Warner Electric Co.	842
Dexter, C. H., & Sons	833	Margach Mfg. Co.	851	Welsh, C. L., Co.	850
Dexter Folder Co.	725, 753	Master Machines Corporation	825	Wesol, F., Mfg. Co.	733
Dickinson, John, & Co.	854	Megill, Edw. L.	822	Western States Envelope Co.	856
Dinse, Page & Co.	722	Meisel Press Mfg. Co.	745	Weston, Byron, Co.	858
Dorman, J. F. W., Co.	862	Mergenthaler Linotype Co.	Cover	West Virginia Pulp & Paper Co.	Insert
Dowd Knife Works	739	Mid-States Gummed Paper Co.	843	Wetter Numbering Machine Co.	843
Durant Mfg. Co.	846	Miehle Printing Press & Mfg. Co.	746	Whitaker Paper Co.	840, 841
Eagle Engineering Co.	859	Miller Saw-Trimmer Co.	766, 767	White, James, Paper Co.	842
Eagle Printing Ink Co.	846	Mittag & Volger	862	Wiggins, John B., Co.	842
Eastern Brass & Wood Type Co.	862	Mohr Lino-Saw Co.	854	Wing's, Chauncey, Sons	852
Eastern Mfg. Co.	827, 829	Monitor Controller Co.	765	Wood & Nathan Co.	847
Embossograph Process Co.	824			Wood Flong Corporation	845
Engdahl Bindery	862				
Erickson, Albert W.	852				
Esleeck Mfg. Co.	857				

Clearer Impressions, Minimum Make-Ready, Obtained With

Cromwell Tympan Papers

Cromwell
Traveling,
Shifting,
Special Prepared
Tympan
Papers



Our Special Prepared
Tympan gives more
impressions without
replacing.

Is Moisture Proof
Never Rots
Needs no Oiling
Gives Draw Sheets
that are always tight
on your press.

DON'T confuse *Cromwell Tympan Paper* with the ordinary oiled surface sheets, as our product is a special made top sheet, usually termed a "Tympan Sheet." Furnished in rolls or sheets in any size. For economy on your press and perfection of work, adopt *Cromwell Tympan Papers*. Samples sent on application.

Manufactured exclusively by

The Cromwell Paper Company

Mill and Main Office, Jasper Place, Department I. P., Chicago, U. S. A.

MODEL 16 LINOTYPE
may be equipped with
either one, two, or three
magazines with auxiliary



The Machine that Lasts

Into every Linotype is built the enduring quality that makes it outlive almost any other piece of printing machinery. It is no unusual thing to find Linotypes which have given twenty-five or more years of hard, continuous service and are still in daily use.

MORE THAN 40,000 IN USE

THE LINOTYPE

THE MACHINE THAT LASTS

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, Toronto

